

CIO Satisfaction Index Survey 2023-2024



Why CIO Satisfaction Index



The CIO Satisfaction Index Survey helps organisations gain insights into the experiences and satisfaction levels of the CIOs. By understanding the challenges and needs of CIOs, organisations can take targeted actions to improve performance and drive successful IT initiatives.

Research Methodology

Research Instrument

- Quantitative online questionnaire was designed on google forms for this survey.

Sampling

- **A database was established specifically for the leading organizations in India. The process of purposive sampling was employed and achieved a sample of “111” highly accomplished CIOs from these organizations.**

Data Collection Process

- Data collection completely done online by sending questionnaire over email
- Scrutiny and Data Validation for any kind of fill-up errors

Key Insights

- Data Analysis (Descriptive)
- Key insights are obtained and reported

Content

Section 1

- IT Spending

Section 2

- IT Vendors /
Products
Challenges

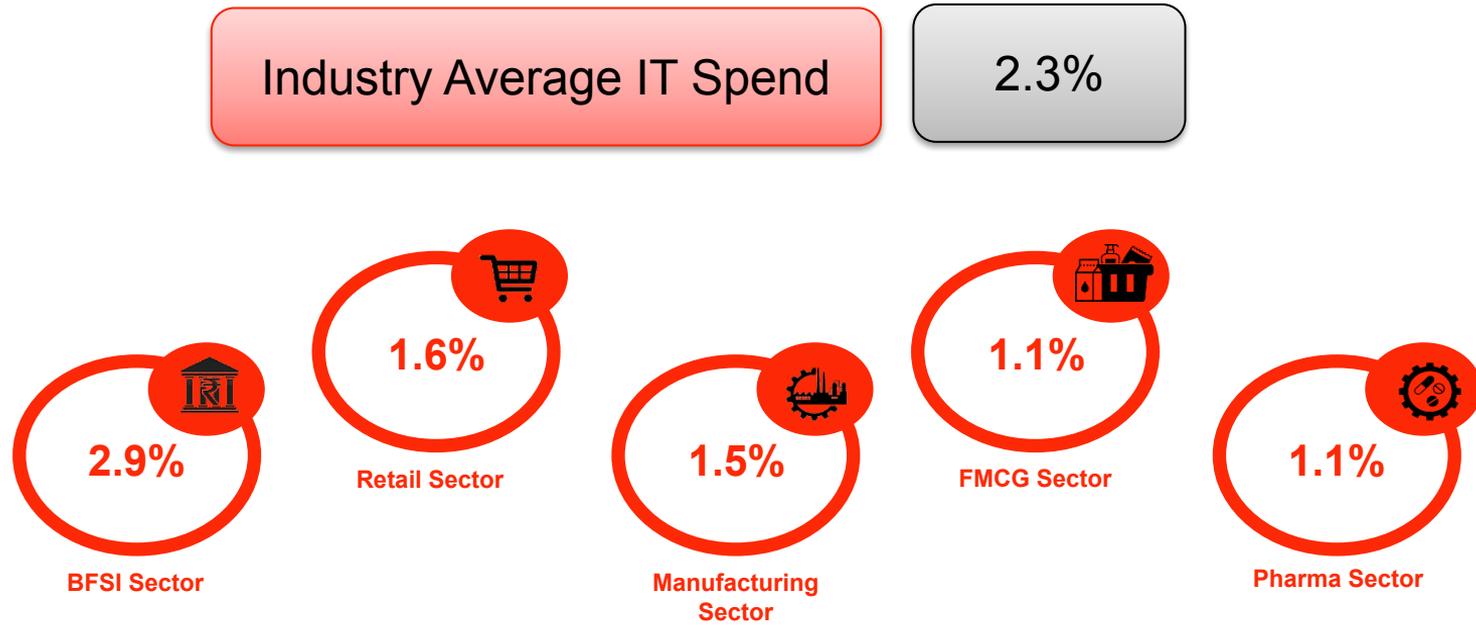
Section 3

- Future Outlook



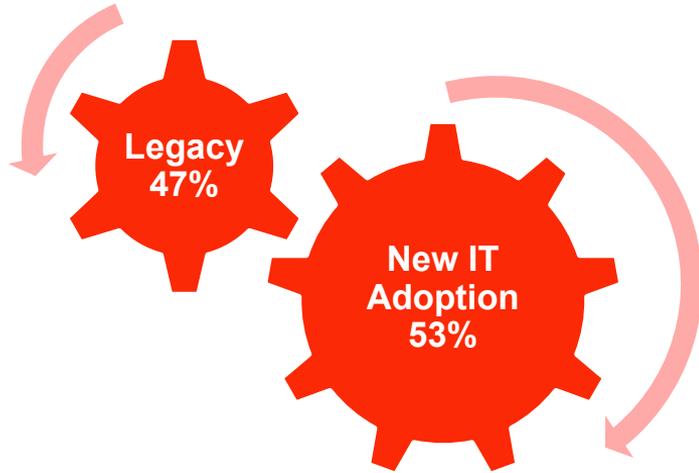
IT Spending

The BFSI sector's spending in IT surpasses the average spending across industries.



The BFSI and Manufacturing sectors are prioritizing new IT adoption by allocating a larger portion of their investments towards it, with a ratio of 30:70 between legacy and new IT adoption. The FMCG and Healthcare sectors have an equal emphasis on legacy and new IT adoption, with a ratio of 50:50

Investment Ratio is More Towards The New IT Adoption



Legacy 30%- New IT Adoption 70%

Manufacturing

BFSI

Legacy 50%- New IT Adoption 50%

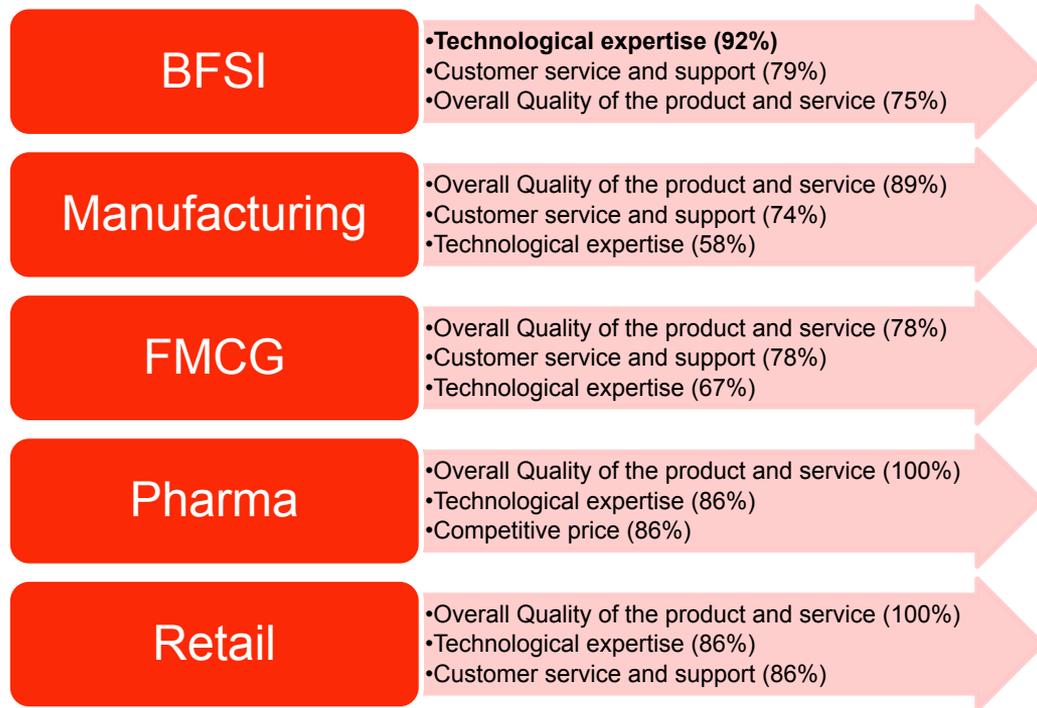
Healthcare

FMCG

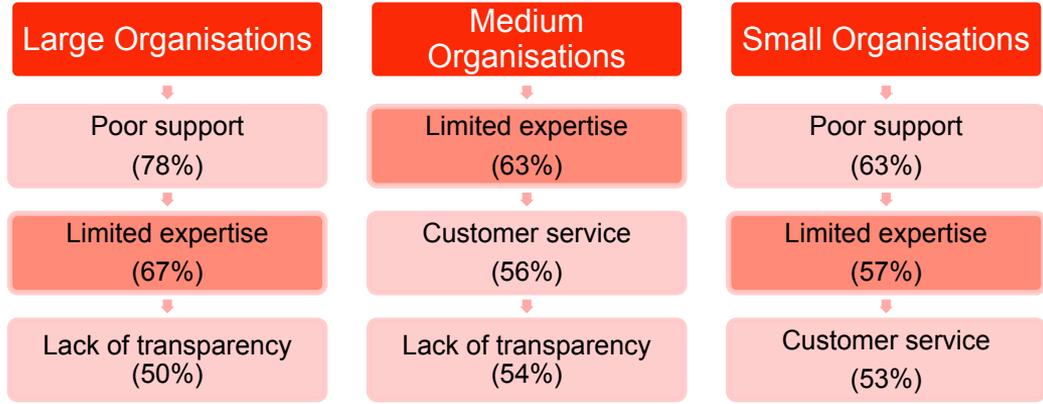


IT Vendors / Products Challenges

In the **Manufacturing, FMCG, Pharma, and Retail industries**, the primary factor considered when selecting an IT vendor is the **“Overall quality of the product and services”**. However, the **BFSI** industry deviates from this trend and places more importance on **“Technological expertise”** and **“Customer service and support”** as the critical factors in their vendor selection process.

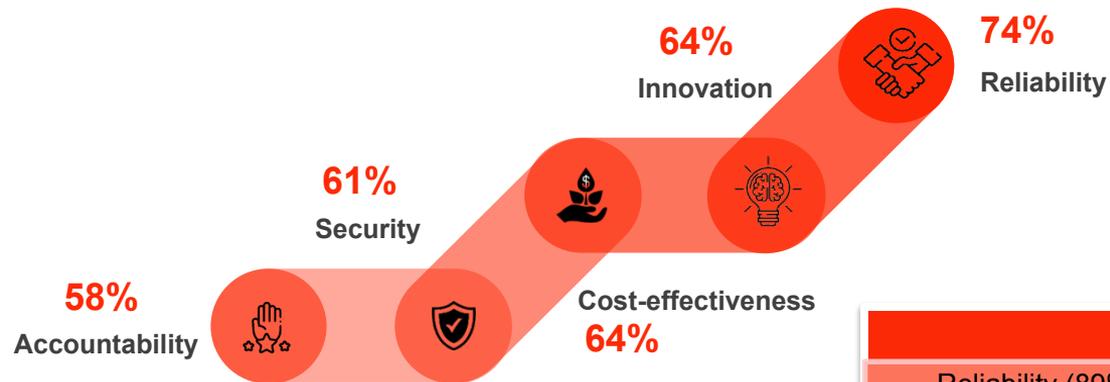


Both Large and Small organizations identify "Poor support" as the most significant challenge they face when dealing with IT vendors. On the other hand, Medium-sized organizations view 'Limited expertise' as the most critical challenge they encounter in their interactions with IT vendors.



Large Organisations (Above 30,001 Cr. Revenue)
 Medium Organisations (2,001 to 30,000 Cr. Revenue)
 Small Organisations (<100 to 2000 Cr. Revenue)

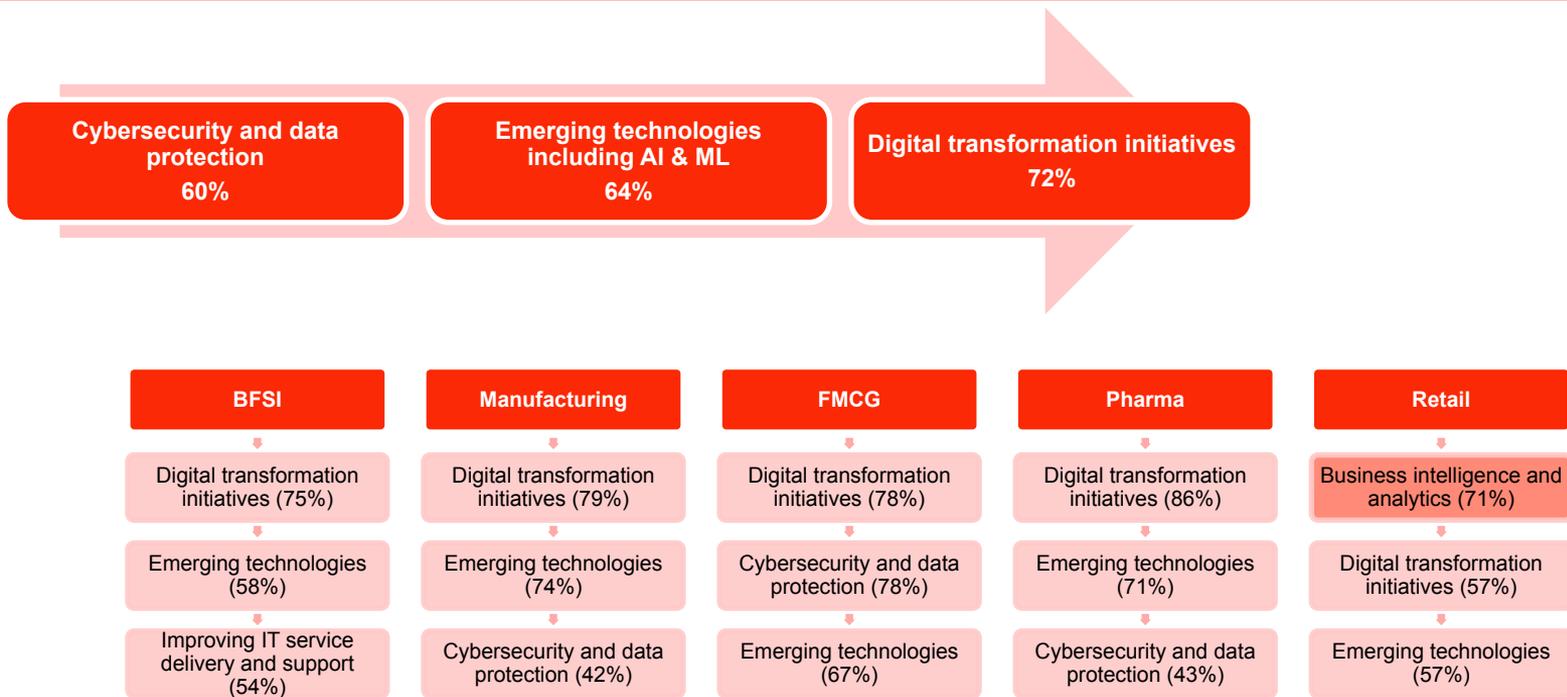
Small organizations have high expectations for their existing IT vendors in terms of "Innovation" and "Security." In contrast, Large and Medium organizations prioritize "Reliability" as their primary expectation from IT vendors, followed by a focus on "Cost-effectiveness"



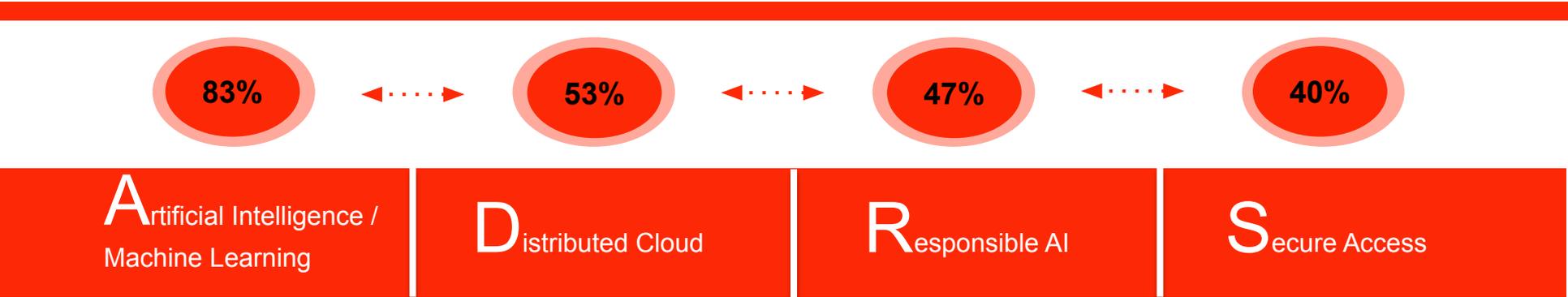


Future Outlook

The BFSI, Manufacturing, FMCG, and Pharma sectors have identified "Digital transformation initiatives" as their top priority for the 2023-24 period, followed by a focus on "Emerging technologies including artificial intelligence and machine learning" and "Cybersecurity and data protection". However, the Retail sector includes "Business intelligence and analytics" as one of their top priorities.



By 2025, **Medium and Small organisations** anticipate that **"Artificial Intelligence / Machine Learning"** will be the technology most widely adopted. In contrast, **Large organisations** have a strong belief that **"Distributed Cloud"** will be the highly adopted technology.



Large Organizations	<ul style="list-style-type: none"> •Distributed Cloud (83%) •Artificial Intelligence/Machine Learning (78%) •Development Platform (56%)
Medium Organizations	<ul style="list-style-type: none"> •Artificial Intelligence/Machine Learning (86%) •Responsible AI (54%) •Distributed Cloud (43%)
Small Organizations	<ul style="list-style-type: none"> •Artificial Intelligence/Machine Learning (80%) •Secure Access(60%) •Distributed Cloud (53%)





Thank you

