



The 2024 Technology Trends Report

Researched and prepared by
UPSTACK

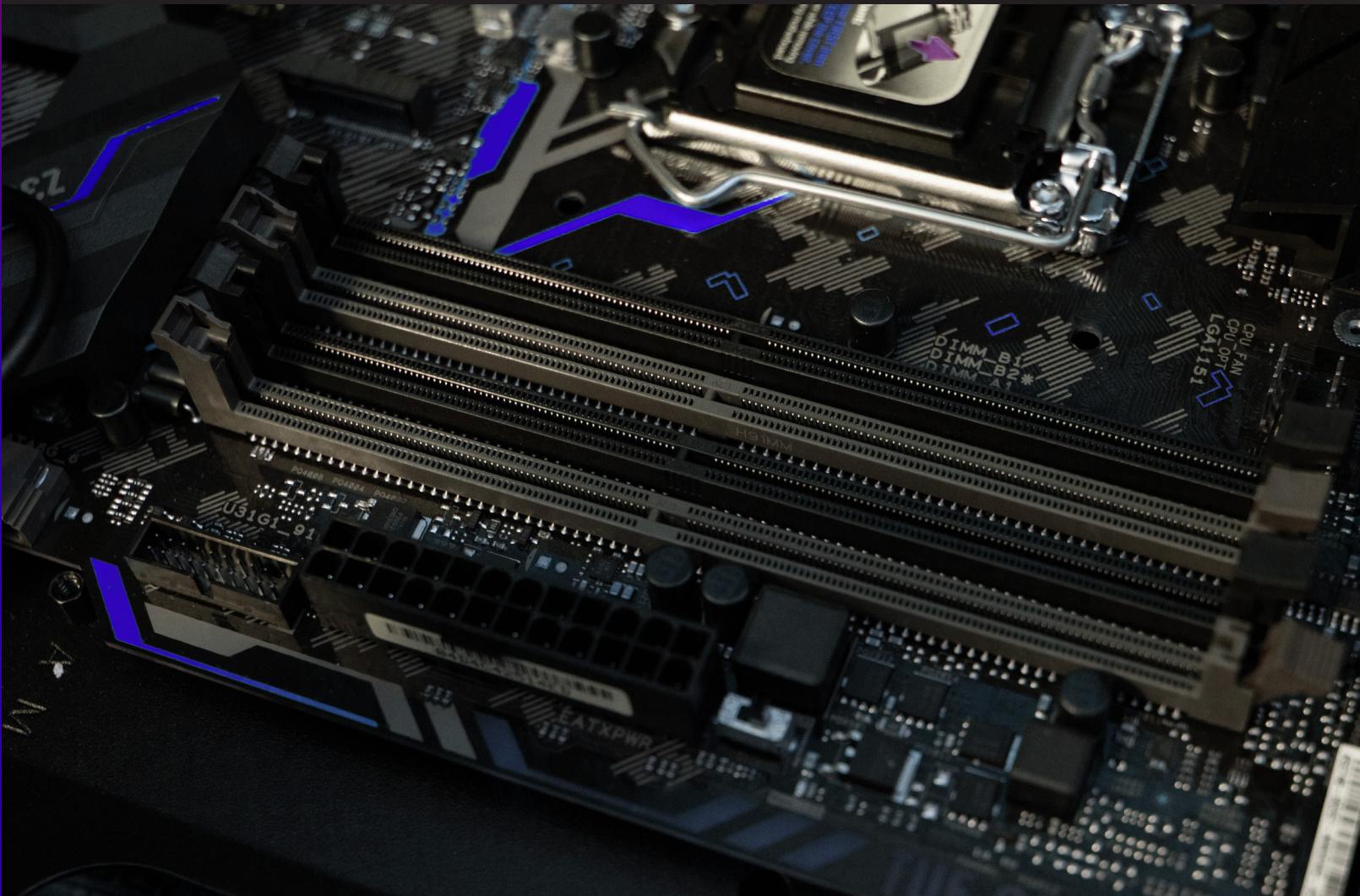




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Introduction

At UPSTACK, we see the landscape of technology changing rapidly, presenting challenges for IT decision leaders. It can be difficult for them to step back to see the bigger picture with so many demands on their time and attention. But taking a wide-angle view can help uncover opportunities to strategically leverage technology, manage their budget, and reduce risks to the operation of the business that would have remained obscured by the many distractions that they face.

UPSTACK has been leading digital transformations for enterprises of all sizes for 6 years, with the goal of empowering leaders like you to create a connected future. With a group of technology experts that bring over 500 years of combined experience in helping enterprises to make better, faster, and more successful technology decisions, we wondered how we could scale our experience and expertise to help more organizations and deliver deeper value.

Our goal for **The 2024 Technology Trends Report** is to provide technology decision-makers like yourself with information gleaned from our expertise, market intelligence, and experience. Our report will help you find a clear view of what's on the horizon and identify trends that have the greatest effect on your business.

Every day, we guide clients of varying industries and business sizes toward solutions that deliver the most value to the enterprise while minimizing time, cost, and resources with superior outcomes. If you have any questions about the trends covered in this report, or would like more personalized information and support relating to your technology goals and challenges, please reach out. We'd welcome the opportunity to partner with you.

We hope you enjoy the UPSTACK 2024 Technology Trends Report.

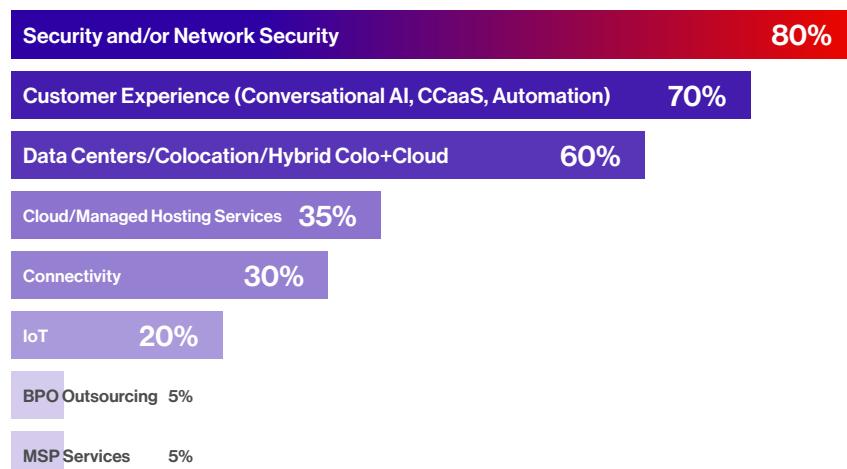


The 2024 Technology Trends Report

Trending technology areas

A note on our data presentation: Throughout this report, you will see a data visualization method known as a Diverging Stacked Bar Chart. This visual will be used to report on Group Ranking, Grid Ranking, and Drag & Drop Ranking questions. Each item is aligned with one another, and compared to a neutral midpoint, with color coding delineating each rating. This chart provides a clear comparison between our top technology trends. For more details regarding our survey methodology, see page 13.

Choose the solution sets that you think are trending or have the greatest impact on customers.



The top technology area:
Security and/or Network Security

According to our advisory partners, **Security and Network Security** were the most critical areas of technology. This is probably no surprise to the reader. The threat landscape is dynamic and expanding, giving bad actors an asymmetrical advantage in the battle over the enterprise IT network. The result of a bad outcome in a security contest is also an outsized risk. Security breaches can lead to stolen customer data, brand reputation damage, stolen intellectual property, data loss, and even sanctions by governing bodies for lack of regulatory compliance.

As is indicated later in the report (UPSTACK Advisory Partners Insights Question section), Security is also an area where talent is in the most demand. This has led to a talent and skill gap due to the demand for security resources outpacing the supply of qualified resources. Finding the right mix of vendors to close gaps and optimize your defenses is the most cost-effective and robust way to solve this problem.

The breadth of the security topics that IT leaders have to be aware of is extremely wide-ranging. Check out the Top Security Trend to see where to focus your efforts to secure your IT network in 2024.



Top technology area: Security and/or Network Security

Additional insights

Interestingly, **Customer Experience** (CX) was ranked second. As with Security, **CX** is not a tactical infrastructure topic. It's a business topic—one that can play a strategic role in both brand equity and the strategic advantages/market position of the enterprise. Security is also a business topic, where mitigating risk translates in equal measure to protecting brand equity and strategic advantages/market position.

This commonality ranked highly in the results of the survey. Our assessment of this ranking is as follows: IT has evolved from being "plumbing" for the business that allows it to run to having a strategic role in the business. It is now a topic of conversation from boards of directors all the way down.

It's notable that **Data Centers/Colocation/Hybrid Colo + Cloud** ranked above cloud. Despite talk over the last decade about the transition to the cloud, our advisory partners indicate that IT departments continue to maintain a hybrid approach to building networks. Whether that's because they haven't fully transitioned or because they have found that different solutions are appropriate for different workloads is not spoken for in the survey, and would be an interesting topic of future research.

IoT's lower position in the rankings was a surprise. With IoT capturing many industry-trade mags and even mainstream news headlines (including discussion related to IoT devices by the current White House administration), there was speculation its ranking would be higher. However, its place can be explained by UPSTACK's culture. Our advisory partners balance between the utilitarian and the aspirational. The truth is, IoT is only relevant for a small segment of businesses that have specific use cases where IoT has made inroads.

For example, manufacturing or agriculture uses IoT-enabled sensors and devices. So do many public agencies like wastewater treatment or electricity generation and transportation. As such, the bulk of readers may dabble in IoT devices but are not seeing many use cases that will have an impact on their business.

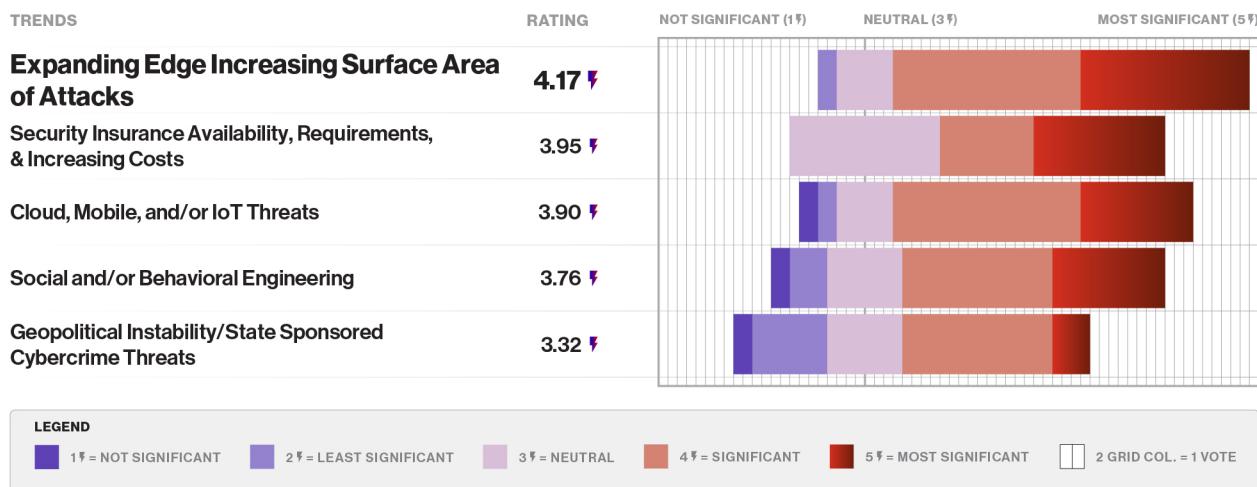
There were two statistically significant additions to the technology areas covered: **BPO (Business Process Outsourcing)** and **(Managed Service Provider) MSP Services**. BPO is often related to CX, as outsourcing contact centers is a very common use case. Leveraging technology to seamlessly transfer calls to an outsourced center, along with leveraging AI and omnichannel contact center solutions, can give enterprises a better way to monitor, manage, and maintain the desired experience, KPIs, and metrics like CSAT. This allows the enterprise to leverage the cost benefits of outsourcing without compromising on a quality customer experience.

MSP services are, of course, a way to outsource other functions of IT network management to trusted organizations that have more capabilities and/or scale so that basic IT functions can be moved off of the IT team's plate, allowing them to refocus resources on more strategic projects.

The clear common thread here is the concept of outsourcing. Our advisory partners tell us that time is the most valuable and rare resource for IT teams. By outsourcing functions, they can redeploy that time towards more productive initiatives.



Top trends in Security



The top trend:

Expanding Edge and Increasing Surface Area of Attacks

The point at which a private corporate network meets the public internet is a point of failure in your defenses. This edge has been expanding over decades as new technologies are adopted. For example, mobile workforces and the devices they use—such as Personal Digital Assistants (like Palm Pilots and Treos), then Blackberries, laptops then tablets, and now the ubiquitous smartphone—have continually and rapidly evolved. The pandemic of 2020 and the resulting lockdowns pushed the majority of the workforce to remote work, an unprecedented digital migration that expanded the edge exponentially.

“ Edge Computing is a key trend. It brings data processing and analytics closer to the source or device. ”

The edge is pushed even further as smart devices (like Amazon Echoes, Google Home/Nest devices, and the smart devices they control like smart lamps and speakers) and IoT devices start to touch corporate networks for the first time.

As the edge expands, so does the surface area of your network and the risk of penetration. Our advisory partners believe that IT leaders must prioritize the triage and future-proofing of this security risk. Paradigms like Zero Trust and technologies like SASE will be the standard in the future, and we believe 2024 is, in fact, the latest that enterprises should start adopting them.

Additional insights

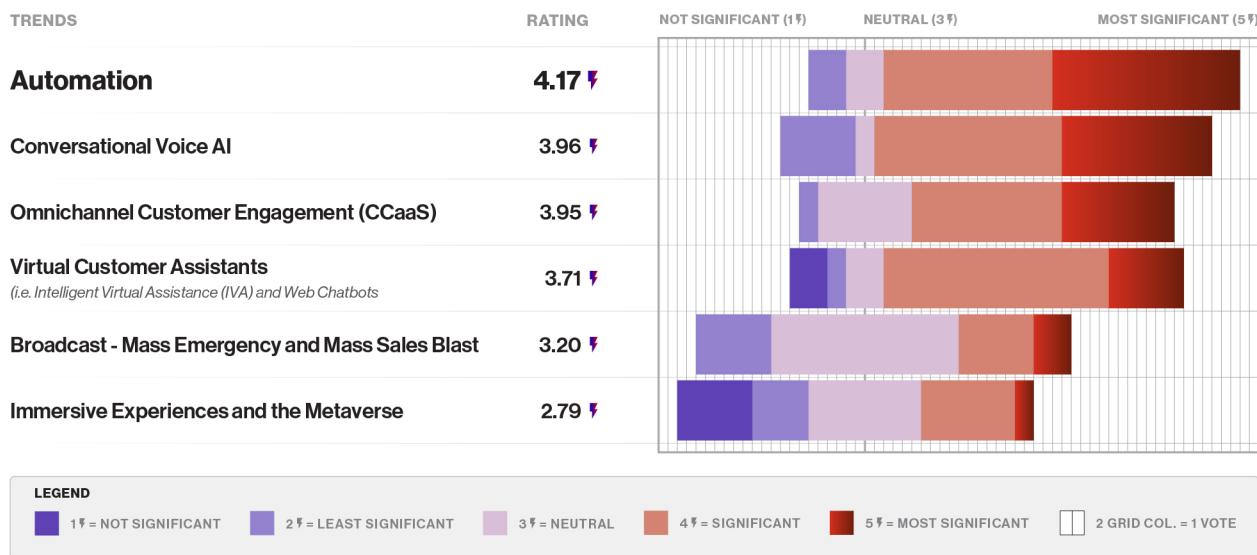
Notably, the **cost and availability of security insurance** ranked at number two. This was one of the two times the write-in votes changed the order of the rankings, moving it up a place. The reason this trend ranked so highly is that, previously, this insurance was a safety net for enterprises. It gave them a roadmap for what security positions they must focus on and bolster, while protecting their financial risk and liabilities should there be an event.

However, the actuaries in the insurance industry have seen an alarming increase in events and consequently payouts, and so the cost of premiums is rising. Some insurance companies are reducing benefits or leaving the space altogether. With the fail-safe being not so safe anymore, the onus is back on IT leaders to protect the enterprise.

The number three and four positions, **Cloud, Mobile, and/or IoT Threats** and **Social and/or Behavioral Engineering** respectively, could be aligned with the **Expanding Edge** trend, which makes this an overwhelmingly important issue according to our advisory partners. Social and Behavioral Engineering is problematic in the sense that it expands the surface area of your network by making humans, not just equipment, a point of failure in your defenses.

Lastly, **Geopolitical Instability and State Sponsored Cybercrime Threats** came in last place, but that doesn't indicate a lack of present risk. Overall, what's happening in geopolitics can contribute to the overall volume of cybercrime. This will impact all enterprises, not just ones that may be intentionally targeted due to the nature of their business, like electrical grids or the aerospace industry.

Top trends in Customer Experience



The top trend: Automation

Customer Experience Automation (CXA) refers to AI-driven Contact Center platforms that can be used to streamline interactions between customers and your enterprise during customer support interactions and other communications. Using AI, the platform can learn the best ways to handle, for example, repetitive tasks or data collection. Doing so can improve the Customer Experience by making these interactions faster, more accurate, and less emotional, among other benefits.

“ Automation to reduce human capital costs and focus on monetizing data will be an increasing trend for the foreseeable future. ”

This process is often initiated using **Conversational AI**, our second highest-ranked trend in this technology area. It can be delivered in an omnichannel fashion, supporting voice interactions, chat, SMS, and more. All contact modalities are driven by the same AI engine, so it's easy to meet your customers where they are, and even change modalities without interruption.

Automation and AI technologies in CX settings create a more consistent experience for customers, one that feels natural but lacks the margin for human error. When done elegantly, CXA can improve customer satisfaction and even be a messaging pillar of a brand used to differentiate from the competition. At the same time, it reduces the need for headcount, scales easier, and is easier to manage.

Additional insights

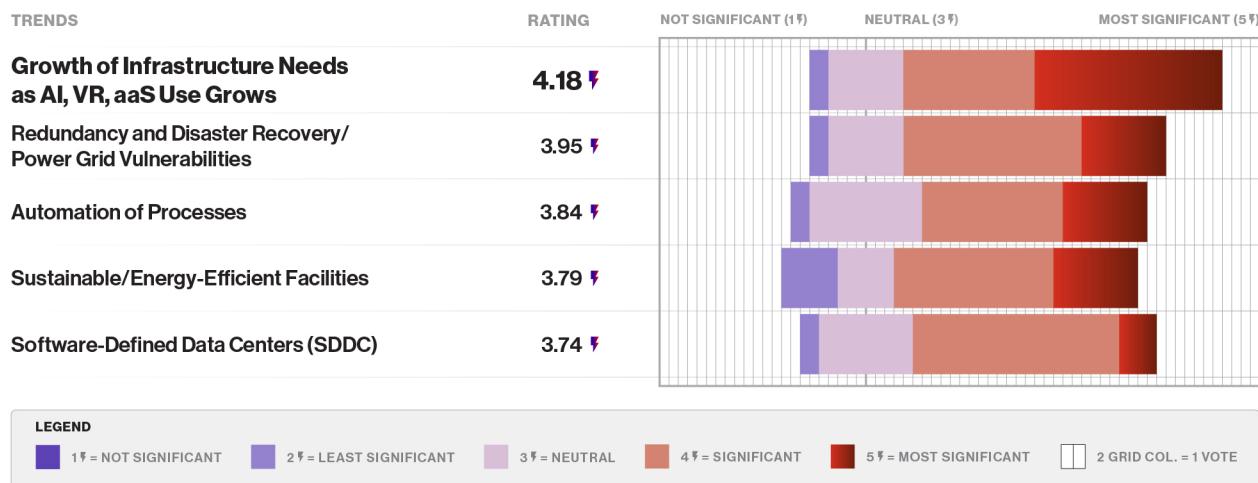
Omnichannel CCaaS (Contact Center as a Service) is our third trend and is, again, related to the first. The aforementioned AI-driven platforms are often delivered as a service. CCaaS, like many “as a Service” platforms, offers many inherent benefits over on-premises equipment. Chief among these benefits is the lower total cost of ownership (TCO), OpEx model, scalability, and redundancy/availability. While this technology is being heavily adopted, many enterprises still use legacy equipment. Many more, however, purchased their first CCaaS platform in the preceding years before the market was as mature, and the platforms as sophisticated, as they are now. As the contracts during initial rounds of adoption come to term, now is a good time to evaluate new possibilities and offerings that have emerged in the past few years.

Virtual Customer Assistants and **Broadcast** functionality are features that many companies could benefit from. VCAs, also AI-driven, are similar to some CXA functionalities in that they can power chat and handle transactional customer interactions. Broadcast can allow you to efficiently handle mass communications, useful in emergencies or for relaying account updates, sales, or other scenarios where one-to-many mass communication is needed.

Finally, **Immersive Experience** and the **Metaverse** ranked in last place, and can probably fall off your radar for a little while—unless you are in a very unique situation. Enterprises that are known to be inventive, push the limits of bleeding-edge technology, and whose brands are tied to this kind of early adoption may start experimenting with creating a virtual Customer Experience. But it's a rare use case—for most, Emerging Technology will be of little relevance in 2024.



Top trends in Data Centers/Colocation



The top trend:

Growth of Infrastructure Needs as AI, VR, aaS Use Grows

As companies' use of resource-intensive applications and technologies expands, the infrastructure needs of the enterprise will obviously grow. This is the second biggest gap between the first and second trends in terms of response score in the survey, behind the Security Risks of IoT in the IoT technology Area. It's probably the most obvious of the results. Proper planning, cost containment, usage optimization, and adopting a Hybrid cloud architecture all come together as IT leaders plan for future infrastructure needs.

“ Cloud applications and development are driving IT departments. Infrastructure needs to stay ahead. ”

An additional insight from our advisory partners is that the conversation about Data Centers/Colocation shouldn't happen in a vacuum. They should be part of the broader conversation about Hybrid and Multicloud architecture.

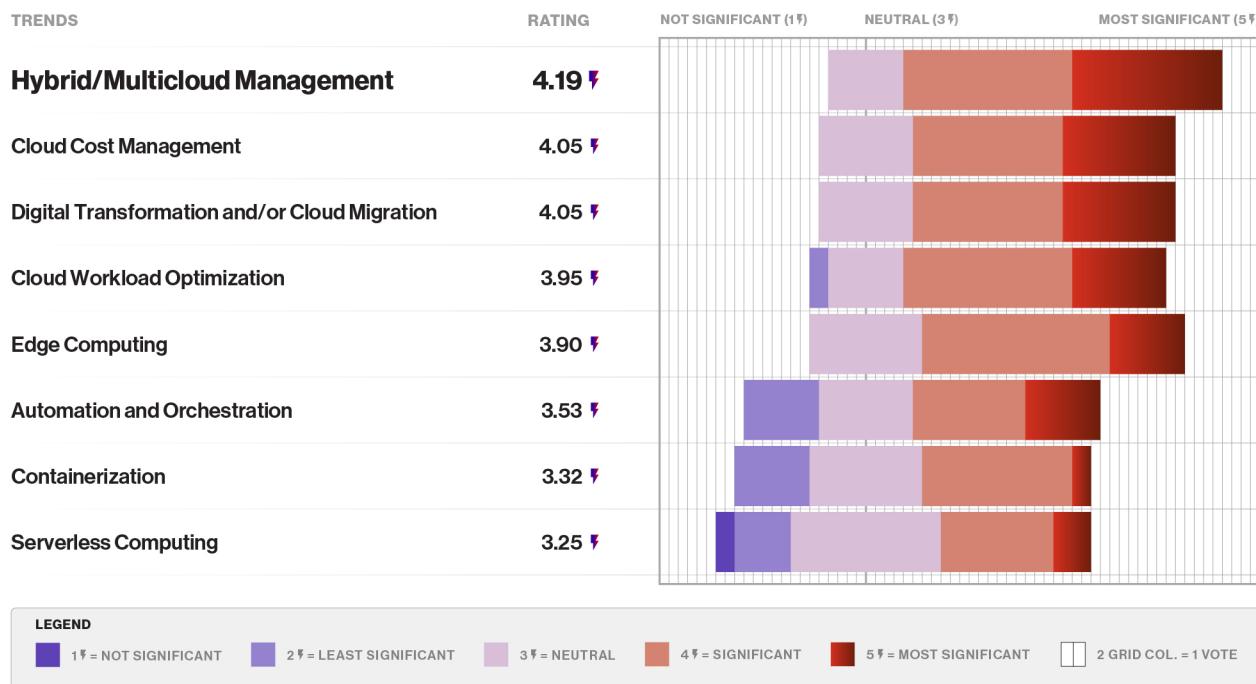
Additional insights

As mentioned before, intensified storms and weather conditions heighten and expand the risks to on-prem Data Centers that are not protected sufficiently. Additionally, recent years have seen an increase in domestic terrorist incidents targeting elements of the grid. You may be vulnerable to getting knocked offline due to grid failure or brownouts. Generators can only last so long—in an extended period of outage, or if conditions compromise fuel availability or delivery, your backup power may not last until a resolution is reached. This is why 2024 should also be a time to consider **Redundancy and Disaster Recovery/ Power Grid Vulnerabilities**.

Colocation and private Data Centers are often built to be geographically redundant, but learning how redundant they are and planning your own business continuity is still critical. Finding your own sustainable or alternative energy sources, or Data Centers that incorporate these, can be another way to mitigate these risks. As a bonus, this could also help your enterprise deliver on sustainability promises which will only be more relevant and in demand in 2024.

Automation of processes is about optimizing the time and effort of management resources, most easily done in a **Software Defined Data Center** (SDDC) environment. Simplified management and reduced strain on administration resources inherently create value and soft-dollar savings for your IT team, but they can both create actual cost savings.

Top trends in Cloud/Managed Hosting Services



The top trend: Hybrid/Multicloud Management

As applications grow within the IT portfolio, it starts to make sense to adopt a **Hybrid or Multicloud** architecture so you can optimize workloads across diverse environments. This could be deployed to give better insight into performance metrics, manage compliance, enforce and manage internal data security policies, and/or maximize budget through cost optimization and monitoring.

“ The shift to cloud-based systems will continue, and professionals with expertise in cloud computing, including cloud architecture, deployment, and management, will be sought after. **”**

But managing multiple environments, from on-premises data centers to public or private cloud environments (potentially with multiple cloud providers involved), greatly increases the complexity of managing all of the moving parts. Having clarity of usage and costs is critical to proactively managing your environments. There are tools on the market that can provide this clarity and give you the flexibility to rearchitect or scale quickly.

Additional insights

As your cloud footprint grows and increases in complexity, which it will inevitably do, **Cloud Cost Management** will become more crucial. Leveraging different cloud cost models can help optimize your expenditure. If 2024 is going to see your migration to the cloud or an

increase in your cloud usage, you may want to pause and get the right tools and processes in place to have visibility into your spend and usage.

Digital Transformation comes in third, but our advisory partners still highly recommend creating or refining your plan for this journey as a 2024 initiative. The benefits of Digital Transformation are many, and the cost of inaction may soon outweigh the cost, risk, or pain of change. If you're already on your journey, 2024 brings an opportunity to advance your transformation. The sunk cost of your analog investment is increasing with every day that passes. The faster you make progress, the faster the ROI of your transformation materializes.

When it comes to cloud, the theme from our advisory partners is clearly optimization. **Cloud Workload Optimization** is another way to ensure the best and most cost-effective performance of your cloud technology. Done correctly, it ensures optimal resource utilization and cost containment while also ensuring workloads are given the resources they need. Edge Computing is another way to optimize, as it moves the compute resources needed off the cloud and brings them closer to where the workload is needed.

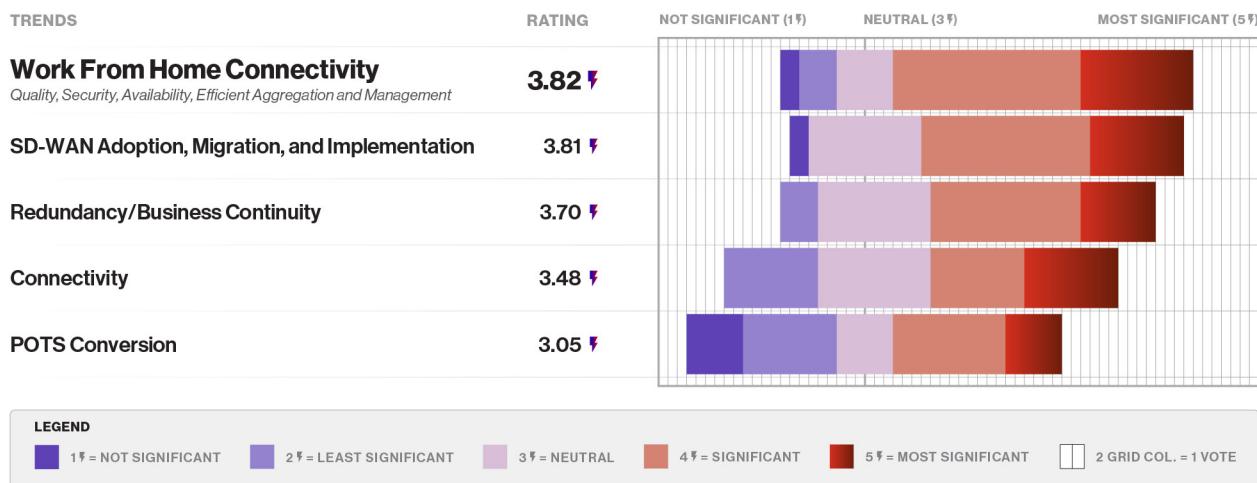
Automation and Orchestration are also about optimization. In this case, you're managing complex processes and repetitive tasks, reducing the need for human intervention and streamlining management.

Containerization allows IT to simplify the deployment of applications across devices, regardless of operating system or environment. By bundling the application code with the additional files and libraries needed to run the application into a “container,” network administrators can quickly deploy applications and reduce the overhead of management of that process. If you manage many applications, for many users, across many devices and OSs, look into Containerization.

Serverless Computing gives devs the ability to do what they do best, write code, while a cloud service provider handles the process of provisioning and deploying the server instances, optimizing their time and resources.



Top trends in Connectivity



The top trend: Work From Home Connectivity

The aforementioned workforce, driven out of the office and into the home by COVID-19, has yet to make a full return. Many workers are still commuting to their couch from their kitchen table full-time, while many that have returned are on a flexible, hybrid schedule, only coming into the office for a portion of the week. This seems to be the norm now, and our advisory partners don't see that changing appreciably in 2024.

“ Vendor management becomes a bigger and more labor-intensive initiative and IT network and infrastructure complexity increases. **”**

Residential connectivity is the lifeblood of the at-home worker. But, a shared bandwidth solution is often the foundation of this connectivity, and sometimes bandwidth availability can cause latency and other connection issues that reduce performance. This is a particular challenge in real-time application usage like Zoom or Teams, which for many are still the primary modality of communication and collaboration with their internal teams as well as clients and external collaborators.

Having good, reliable, cost-effective connectivity for at-home workers will grow in importance the longer work from home is a standard and enterprise use of cloud applications grows. Further, aggregating these circuits can help enterprises reduce costs by gaining buying power— creating a position with leverage for the enterprise instead of forcing users to secure their own solutions and expense the cost. Additionally, this solution can reduce the time spent managing and supporting these circuits while giving IT more control over security standards.

Additional insights

SD-WAN Adoption, Migration, and Implementations came in second. Our advisory partners have found that many customers are still on MPLS networks, which are more costly, less versatile, and present more chances of failure than the optimized network that can be built using SD-WAN. One of SD-WAN's biggest benefits is the ability to use existing or less costly broadband connectivity, which makes it a viable option for work-from-home setups as well. Some of the problems with home connectivity, the top trend, could be mitigated with SD-WAN.

Our sense is that the market, like with cloud, is simply slow to adopt this technology because they don't have the time for this kind of transformation project. However, working with UPSTACK can simplify the process and improve the odds of success.

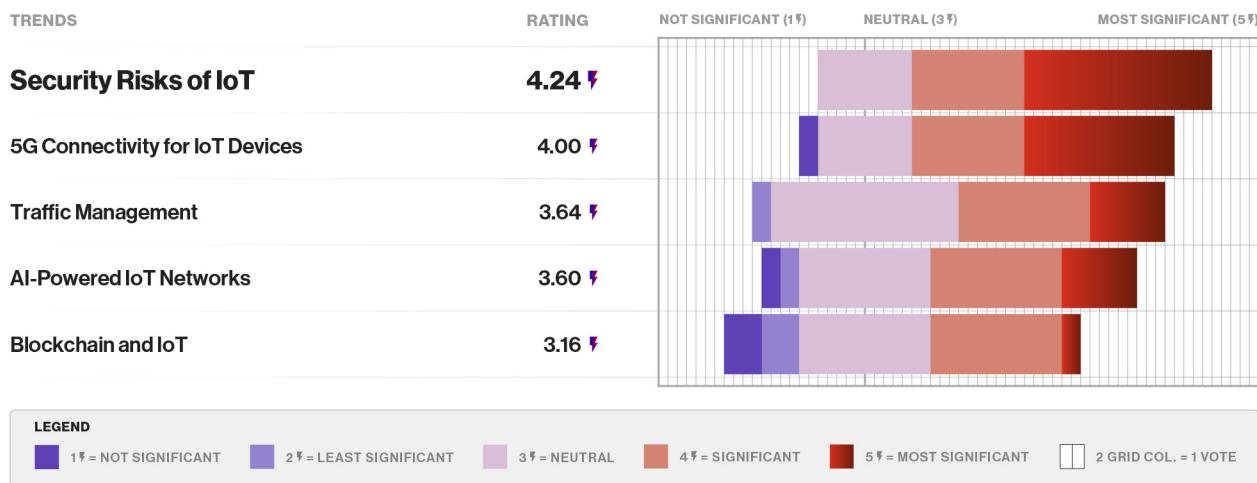
Redundancy and 5G followed on the **Connectivity** Trends list. These two are related to one another, as 5G can be a cost-effective secondary connectivity option in case of failure of the primary. But 5G can also be deployed as a primary connectivity option in some scenarios. 5G should certainly be on your radar in 2024, as options are multiplying and prices are coming down. If you need it but have yet to adopt it, this is a good time to take the plunge.

There's another reason to act fast: as climate change increases the frequency and intensity of storms and other weather events, causing a lot more risk year-over-year of losing primary connectivity, 5G can help mitigate associated risks. Inherently, 5G can make enterprises more flexible and nimble. Rapidly deploying 5G connectivity can bring new or remote locations online instantly and enable mobile use of devices and applications, creating a combined benefit of agility and resilience.

Finally, **POTS Conversion** registers as a priority, albeit lower, because of the increasing costs and ongoing decommissioning efforts of LECs. The technology continues to get older and the cost of ownership continues to rise. Taking steps in 2024 will help you put a stop to the slow bleed of your POTS network while giving your network more flexibility.



Top trends in IoT



The top trend: Security Risks of IoT

As mentioned earlier in this report, **IoT** adoption is still in its infancy, confined to a handful of vertical industries that have strong use cases and an ecosystem of equipment. But, it is growing. As adoption increases, it will expand the edge and pose security risks. Adding to these risks is the tendency toward shadow IT, with departments and users plugging into corporate IT networks without giving much thought to the risks. Increased adoption will also lead to increased reliance on IoT networks and devices, creating a need for heightened security.

“ IoT devices and applications are becoming more widespread, and professionals with skills in IoT development are in demand. ”

In the future, an enterprise relying on an IoT device that could be taken offline or otherwise compromised could experience hefty damage to operations and brand reputation. If IoT is on your roadmap, or already here for you, don't let 2024 go by without at least considering what the security implications may be.

Additional insights

5G makes our list yet again, but this time it shows up as a viable connectivity option for IoT devices. Having IoT devices on a separate network is an excellent practice – to decrease security risks, an enterprise would ideally segment these devices and keep them from using the same broadband as applications. But in some IoT use cases, it would be impractical or impossible to connect to a circuit. For mission-critical IoT devices as mentioned above, 5G could also be deployed for redundancy.

Another implication of the increase in IoT adoption is the need to manage traffic. Many of the IoT use cases will require real-time connectivity, and traffic will continue to increase as more and more devices come online. This is where the need to manage and prioritize traffic will begin to arise. But, don't wait until this becomes a necessity – as with any technology snag visible on the horizon, it's better to have a plan upon deployment than to wait until it becomes a challenge to be solved.

AI-powered IoT networks leverage the learning and predictive capabilities of AI to create models that anticipate the needs of users or elements of IoT-powered networks. This can streamline and improve the operations of such networks while creating better outcomes for users and reducing the need for management. Enterprises that adopt this technology can better allocate resources, whether human or, for example, compute power.

Blockchain used in an **IoT** network can allow multiple entities to share data more securely and without the need for centralized management. It enables an unchangeable log of transactions to be recorded for transparency while maintaining anonymity. Anytime a group of disparate organizations have to collaborate on a single project or participate in a complex, multi-step process, Blockchain IoT could be a solution. Freight shipping, logistics, and certain manufacturing operations are potential use cases.

Summary: Overarching trend identification

Our data revealed a few overarching themes, specifically three areas for IT leaders to focus on in the months ahead:

Security

It touches almost everything and carries with it risks that demand it be prioritized above almost all else.

Optimization

A priority whether it's simplifying or reducing manual management or processes, fine-tuning performance, or reducing costs.

Edge

More things are happening at the edge, which is expanding and presenting additional risk. But decentralizing workloads saves compute resources and bandwidth, and can create additional value.



Additional Advisory Partner Insights

Read their write-in responses.

“Making the best use of outside services to maximize your internal staff is a shortcut to scale. Search for ways to leverage managed services partners.”

“TEM Solution adoption will continue to grow and pay an increasing ROI.”

“C-level focus on reducing risks in cyber and human capital while keeping budgets flat or down will be a delicate balance for IT leaders.”

“Transformation isn’t about technology. It’s about people systems buying into new ways of doing things. Vision, courage, and emotional intelligence along with experienced advisory and execution are key for today’s technology teams.”

“Strategic Thinking-Data and Digital Literacy will grow in importance.”

“IT Security knowledge. Hire for it. Develop it in-house. Find partners with it.”

“With an increase in cyberattacks and data breaches, companies will continue to prioritize the security of their systems, networks, and data. Professionals with skills in cybersecurity, including ethical hacking, risk assessment, and incident response, will be in demand.”

“AI and machine learning are becoming more prevalent in various industries, and professionals with skills in these areas, including data analytics, natural language processing, and computer vision will be in demand.”



Methodology

Format

UPSTACK developed a survey to be sent to its advisory partners—a dynamic group of 40+ technology professionals that collectively bring a wealth of real-world experience and specialized solutions expertise with a laser focus on positive outcomes for all clients. Our Advisory Partners were given two weeks to complete the survey. The survey consisted of a series of questions meant to elicit their opinion on which trends they anticipate will have the greatest impact on customers in 2024, and thus deserve the most attention and resources from IT decision makers, in the following technology areas:

1. Security and/or Network Security
2. Customer Experience
3. Data Centers/Colocation/Hybrid Colo+Cloud
4. Cloud/Managed Hosting Services
5. Connectivity
6. IoT

Questions

The questions were asked in the following ways:

Rating on a scale

Respondents were asked to rate a series of trends related to each respective technology area on a scale from 1-5* according to how impactful they believe each trend will be in 2024.

*See scoring below for more details.

Write-in responses

Respondents were then asked to list any additional trends for the respective technology area that they believe will be impactful to customers in 2024. Write-in responses consist of important trends absent from the scoring question.

Advisory partners insights questions

The final three questions of the survey were the most open-ended. Respondents were given an opportunity to add additional context or list trends that would impact customers in 2024 with fewer confines around their responses, meaning the only prompt was a broad, generalized question.

Scoring

Ratings

Responses were rated on a scale of 1-5. A score of 5 was considered to be "Most significant" and resulted in a positive point tally. A score of 1 was deemed "Not significant" and was a negative score in the tally of points. A score of 3 was considered neutral and was not tallied.

Write-ins

If a write-in was provided, it was assessed as being "Most significant" and given a default score and tally as if it were rated a 5. The write-in responses were reviewed and sorted. If they were related to an existing trend, they were added to its tally. If they were net-new, they were scored accordingly. In some cases, there was overlap in write-in responses and their score became statistically significant, in which case they were weighed in the scoring. If a write-in had no other correlations, they were discarded as statistically insignificant.

Calculation

The points were awarded as below and added together. They were then divided by the number of votes. If a write-in was given, the points were added to the tally, and the denominator was increased by 1.

Reporting

While all data is reported, the top technology areas by rank and the top five technology trends were identified as a result of their statistical role as key findings of the report. This report is simply presenting and interpreting the data collected.

Trend identification

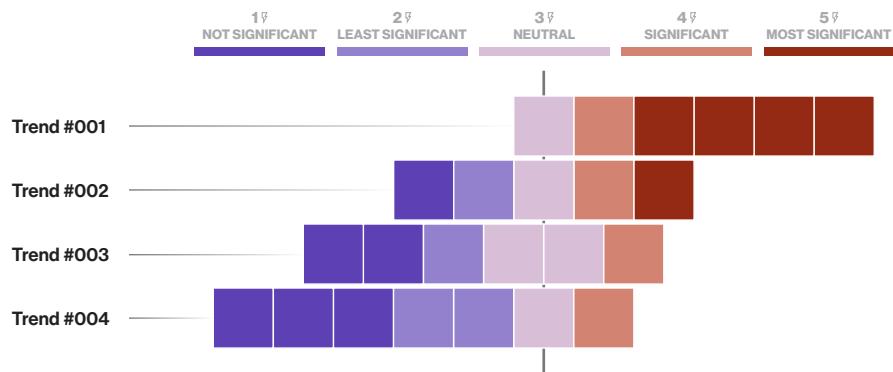
Once scored, trends were compared against each other according to technology area, as well as stack ranked. This was done through a data visualization technique called a Diverging Stacked Bar Chart. This is a type of chart used to report on Group Ranking, Grid Ranking, and Drag & Drop Ranking questions. The chart table includes a row for each item (trend) in the Group Ranking questions. The Distribution is a diverging stacked bar where a shade or a color is assigned to each possible rating. Because items align with each other around a midpoint (Neutral), this method provides the most effective visualization of the spread of negative and positive values across the rating scale.



Methodology

Diverged stacked bar chart example

Example: Rate from 1-5, 1 being no significant and 5 being the most significant.



As shown above, this method is an easy and clear way to view the significance of the response, see the spread between significant and not significant, and visualize the order of significance from most to least.

Results

Once we compared **Stack Ranking** to **Stack by Category** cohort, it was evident that the distribution of the top 5 trends was virtually identical regardless of how it was evaluated. We chose to report the results stack ranked by category for clarity in understanding the full context of the responses.

How UPSTACK can empower your technology in 2024

UPSTACK has built trust by helping businesses of all sizes find the tech solutions they need, whether they are considering the technology trends in this report, looking to optimize their existing technology stack, or searching for solutions to new and emerging challenges. We provide end-to-end expertise and support every step of the way, from evaluation to procurement, implementation to management, and beyond. Learn why we're a top choice for businesses seeking IT expertise—visit www.upstack.com to learn more.



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