

Infographic: 2024 Planned Technology Spend for CIOs in Brazil

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Initiatives: [CIO Technology and Innovation Leadership](#)

2024 Gartner CIO and Technology Executive Survey Brazilian respondents are well aligned with global counterparts, but complex environments and budget constraints prevent them from evolving IT initiatives at speed. CIOs in Brazil can use this Infographic to benchmark their own technology adoption.

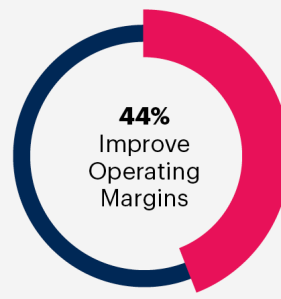
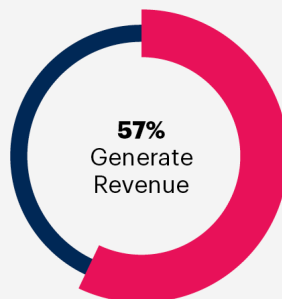
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2024 Planned Technology Spend for CIOs in Brazil

The 2024 Gartner CIO and Technology Executive Survey identifies enterprise objectives and tech spending trends.



What are the most critical outcomes for digital technology investments?



Which technologies are most likely to be implemented by 2026?

Artificial Intelligence/
Machine Learning **92%**

Distributed Cloud **76%**

— TOP —
GAME-CHANGING
TECHNOLOGY

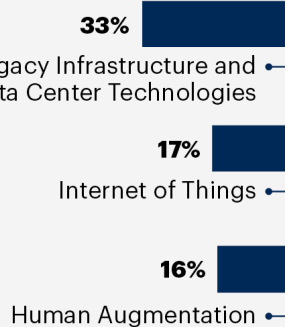


in the next three years:

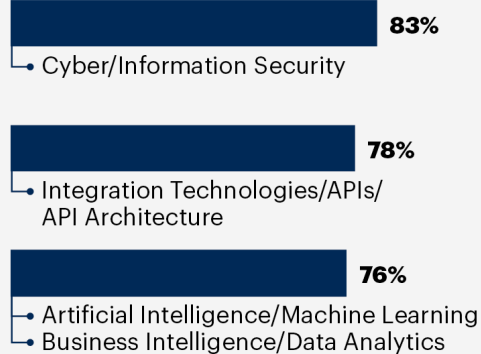
Artificial Intelligence

What are the top three technologies where CIOs will increase and decrease investments?

Percentage of Respondents Decreasing Investments



Percentage of Respondents Increasing Investments



What can you do now?



Evangelize business leaders about technology opportunities — especially AI — and respective costs and risks. Co-lead business model change.



Select new technologies continually aligned with strategic business objectives and enterprise constraints. Co-create business solutions.



Orchestrate new initiatives, **help build multitalented teams, share leadership and develop collaboration.** Co-govern different initiatives.

n = 124 Brazil CIOs and technology executives

Source: 2024 Gartner CIO and Technology Executive Survey

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Overview

Brazilian public and private organizations are immersed in an uncertain and changing environment, where threats and opportunities, coming fast from many directions, create pressures for disruptive changes.

As a CIO — and with your experience in setting up and managing programs — you are slated to be the “first responder” to many of those pressures, collaborating with business areas to co-create new solutions (co-lead, co-deliver and co-govern). CIOs in Brazil should:

- Evangelize the business areas on the real dimensions of AI (expected business value and progress, against usually very high costs and risks), and how to frame, define, experiment with and carefully manage AI use cases.
- Act with strategic focus and execution discipline to optimize an IT budget with modest growth expectations for 2024 (around 5.0% growth against an expected inflation of 4.8%).
- Play mostly outside of the technology walls. Focus on people as your key resource, as a leader and a strong influencer, by:
 - Developing relationships and communication skills
 - Engaging and collaborating with the business toward success

Your CIO role is under the spotlight. You and your team have the necessary talents and the opportunity to be the “first responders” to threats and opportunities, continually collaborating with the business for success.

Evidence

2024 Gartner CIO and Technology Executive Survey. This survey was conducted online from 2 May to 27 June 2023 to help CIOs determine how to distribute digital leadership across the enterprise and to identify technology adoption and functional performance trends.

Ninety-seven percent of respondents led an information technology function. In total, 2,457 CIOs and technology executives participated, with representation from all geographies, revenue bands, and industry sectors (public and private), including 124 respondents from Brazil.

Disclaimer: The results of this survey do not represent global findings or the market as a whole, but reflect the sentiments of the respondents and companies surveyed.

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