Infographic: 2024 Planned Technology Spend for CIOs in France

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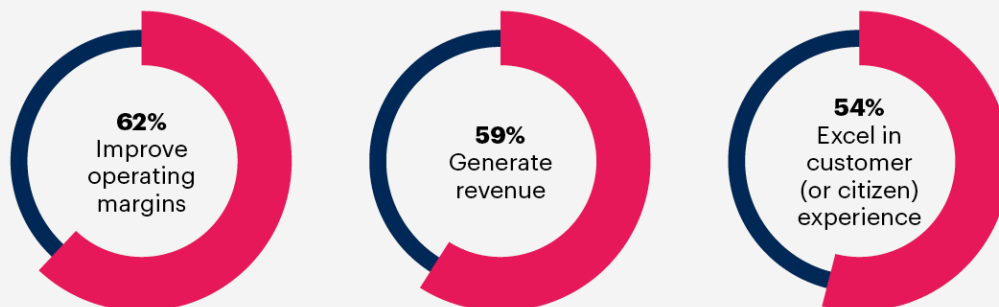
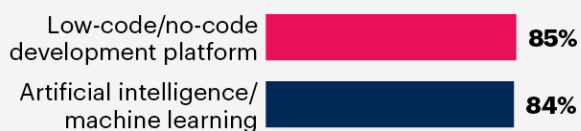Jean-Luc Couasnon

Initiatives: CIO Innovation Leadership

The 2024 Gartner CIO and Technology Executive Survey identifies technology spending trends and digital technology investment objectives for CIOs and technology executives in France. CIOs in France can use this Infographic to benchmark their own technology adoption.
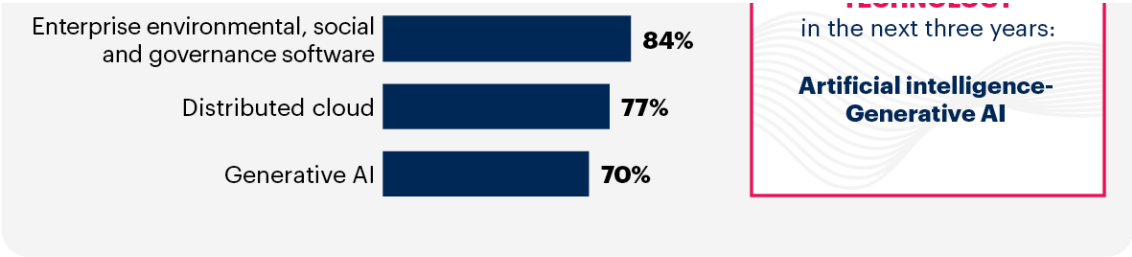
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Gartner.

2024 Planned Technology Spend for CIOs in France

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?

62%
Improve operating margins

59%
Generate revenue

54%
Excel in customer (or citizen) experience

Which technologies are most likely to be implemented by 2026?

Low-code/no-code development platform	85%
Artificial intelligence/machine learning	84%

— TOP —
GAME-CHANGING
TECHNOLOGY

Enterprise environmental, social and governance software	84%
Distributed cloud	77%
Generative AI	70%

...TECHNOLOGY in the next three years:

Artificial intelligence-Generative AI

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

Percentage of Respondents Decreasing Investments ⌄

39% — Legacy infrastructure and data center technologies

10% — Connectivity
E-commerce or citizen portals
Enterprise resource planning
Human augmentation
Application modernization

Percentage of Respondents Increasing Investments ⌃

82% — Cyber/information security

70% — Artificial intelligence/machine learning

69% — Business intelligence/data analytics

What can you do now?

Engage **the C-suite directly** to align strategies and goals for digital, AI and ESG, focusing on improving margins, revenue, customer experience and sustainability results.

Unify **talent through collaborative work**, utilizing ecosystems and specialized tracks **fostered seamlessly by a centralized governance**.

Ensure a **strong technology foundation and high-quality data** to support **fusion teams** and drive business optimization and transformation.

n = 61 France CIOs and technology executives

Source: 2024 Gartner CIO and Technology Executive Survey
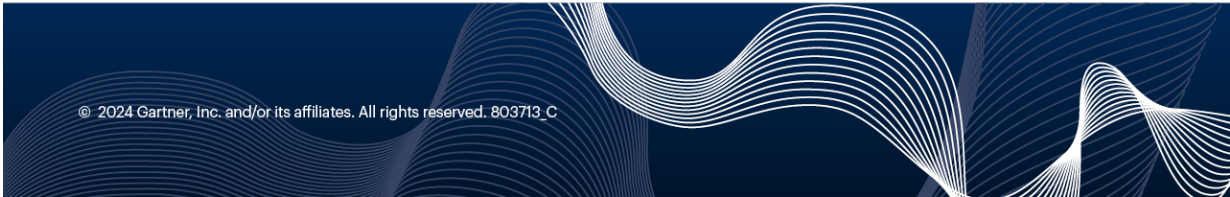
Overview

CIOs and technology executives in France are facing challenges in leveraging technology investments, particularly in digital and AI, to achieve key business goals like boosting operational margins, increasing revenue and enhancing customer/citizen experiences. While they are confident about delivering superior value compared to competitors, they're less optimistic than their European peers about meeting their CEOs' current digital expectations.

In France, the predominant sample of CIOs and technology executives come from the utilities and financial services sectors. These industries primarily emphasize optimization efforts, although there are sectors — for example, energy — experiencing pressure to transform their businesses. On average, most organizations are currently concentrating on transitioning their operations into the digital sphere. This transition presents an opportunity to improve revenue streams through digital delivery. Globally, most companies observe only 5% of their sales happening via digital channels. In contrast, market leaders achieve at least three times this figure. Moreover, while most organizations generate only 2% of their total revenue from digital products, market leaders attain at least four times this amount. To capitalize on this potential, CIOs must allocate more time to assess and enhance the business performance of their technological investments — a realm where there still exists a global gap among CIOs.

Your opportunity as a CIO or technology executive involves leveraging value creation by expanding your service reach through standardized deliveries in a centralized governance. This means engaging the C-suite to align the corporate ambitions and technology investments in cyber, AI, business intelligence, data analytics, interpretation technologies and cloud platforms focused on boosting margins, revenue and customer experiences. This will require discussion on what investments are foundational and, hence, may not bring direct business value but are key in establishing a good data foundation, and which are focused in everyday optimization and game-changing transformation. This will require you to implement robust compliance measures as you unify and empower technologists across the corporation through collaborative structures and specialized tracks to drive impactful deliveries.

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 61 respondents from France. *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.*

2023 Gartner Strengthening CxO Digital Leadership Survey. This survey was conducted to investigate how CxOs outside of IT take on digital leadership and execution responsibilities, the extent to which they resource digital initiatives, and how they and their teams collaborate with their CIOs and IT departments. The research was conducted online from 22 February through 28 April 2023. In total, 618 respondents were interviewed in their native language across North America (n = 303; the U.S. and Canada), Latin America (n = 68; Brazil and Mexico), Western Europe (n = 145; the U.K., Spain, Germany, France, the Netherlands, Portugal, Belgium, Denmark, Finland and Luxembourg) and Asia/Pacific (n = 102; Australia, New Zealand, China, Hong Kong, India, Taiwan and Singapore). Qualifying organizations reported enterprisewide annual revenue for fiscal 2022 of at least $50 million or equivalent. Qualified participants had a role tied to a business unit (43% of respondents) or a corporate function (57% of respondents) and were members of senior management or above the midlevel management level (with 71% of respondents reporting to a CEO). *Disclaimer: 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.*