

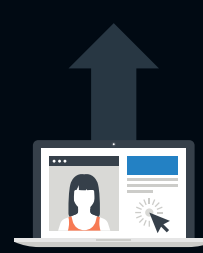
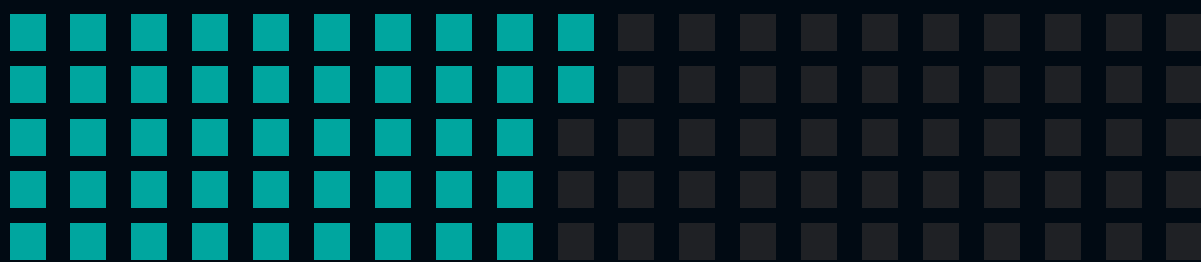
2024 Technology Spending Intentions Survey

While macroeconomic conditions have improved over the last several months, many businesses are still taking a cautious approach to spending. However, for many organizations, this is not an option when it comes to technology investments that underpin digital transformation efforts and increasingly serve as competitive differentiators. With this in mind, TechTarget's Enterprise Strategy Group surveyed senior IT and business decision-makers to ascertain IT budget outlooks for 2024, both overall and for specific technologies, and determine the key business and technology priorities driving these spending plans.

Notable findings from this study include:



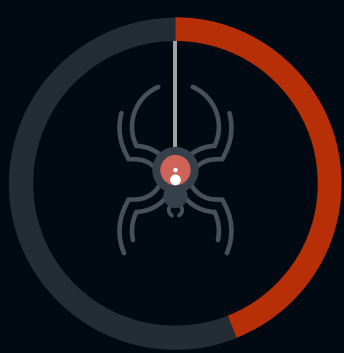
47% of organizations plan to **increase their total IT spending** in 2024 compared with 2023.



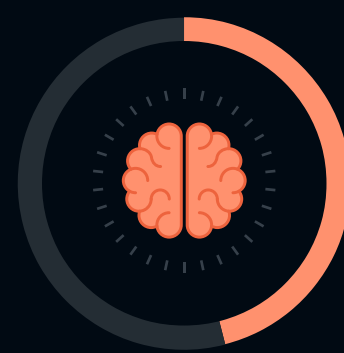
69% of digitally mature organizations plan to **increase their customer experience spending** in 2024 compared with 2023.



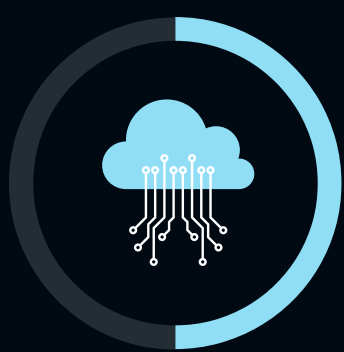
68% of organizations expect to **increase their spending on cybersecurity** in 2024 compared with 2023.



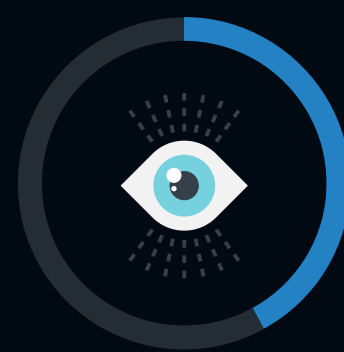
44% of organizations say that **penetration testing** will be one of their most significant application security investments over the next 12 months.



46% of organizations say that **generative AI** will be one of their most significant AI-centric investments in the next 12 months.



50% of digitally mature organizations have a **cloud-first policy** for new application deployments.



42% of organizations say that **application or infrastructure observability** will be one of their most significant data center modernization investments in the next 12 to 18 months.

For more from this Enterprise Strategy Group study, read the full research report, **2024 Technology Spending Intentions Survey**.

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