

IT Priorities 2024

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The Futurum Group

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<p>Executive Advisory</p> <p>Earnings Coverage</p> <p>Primary Research</p> <p>Custom Content</p>	<p>Market & Decision Maker Data</p> <p>Current Size, 5-year, and Historical</p> <ul style="list-style-type: none"> AI ChipSets AppDev CyberSecurity AI Market 	<p>Performance & Operational Evaluation Testing</p> <p>Competitive Analysis</p> <p>On-Premise and Cloud</p>	<p>Six Five Summit – 3 days of top industry leaders</p> <p>Syndicated analyst hosted executive webcasts and podcasts</p> <p>Custom video content Onn-site video and mini summits</p>	<p>Messaging</p> <p>Asset Development</p> <p>ABM Campaigns</p> <p>Sales Enablement</p>	<p>Live stream events with global tech influencers to share, learn, and interact in focused technical sessions</p>

Plus:



ITOps Priorities - 2024

1. Cyber Security, Data Security
2. VMware – Transitions?
3. GenAI Investments



CyberSecurity and Data

- Remains the top issue of IT – operations and management
- CISO and CIO – combined in some form to combat
- Clean room / air gaps
- Data priorities are moving forward
 - Data Classification
 - Primary data protection
 - Fast primary data detection and response



Top Exposures and Actions

Internal personnel
phishing,
augmented by AI

Poor
configurations

Internal bad-
actors



VMware - to be or not to be

The Issues:

Processes and procedures

Personnel skills

Other i.e. networking



Impact is similar to a system conversion

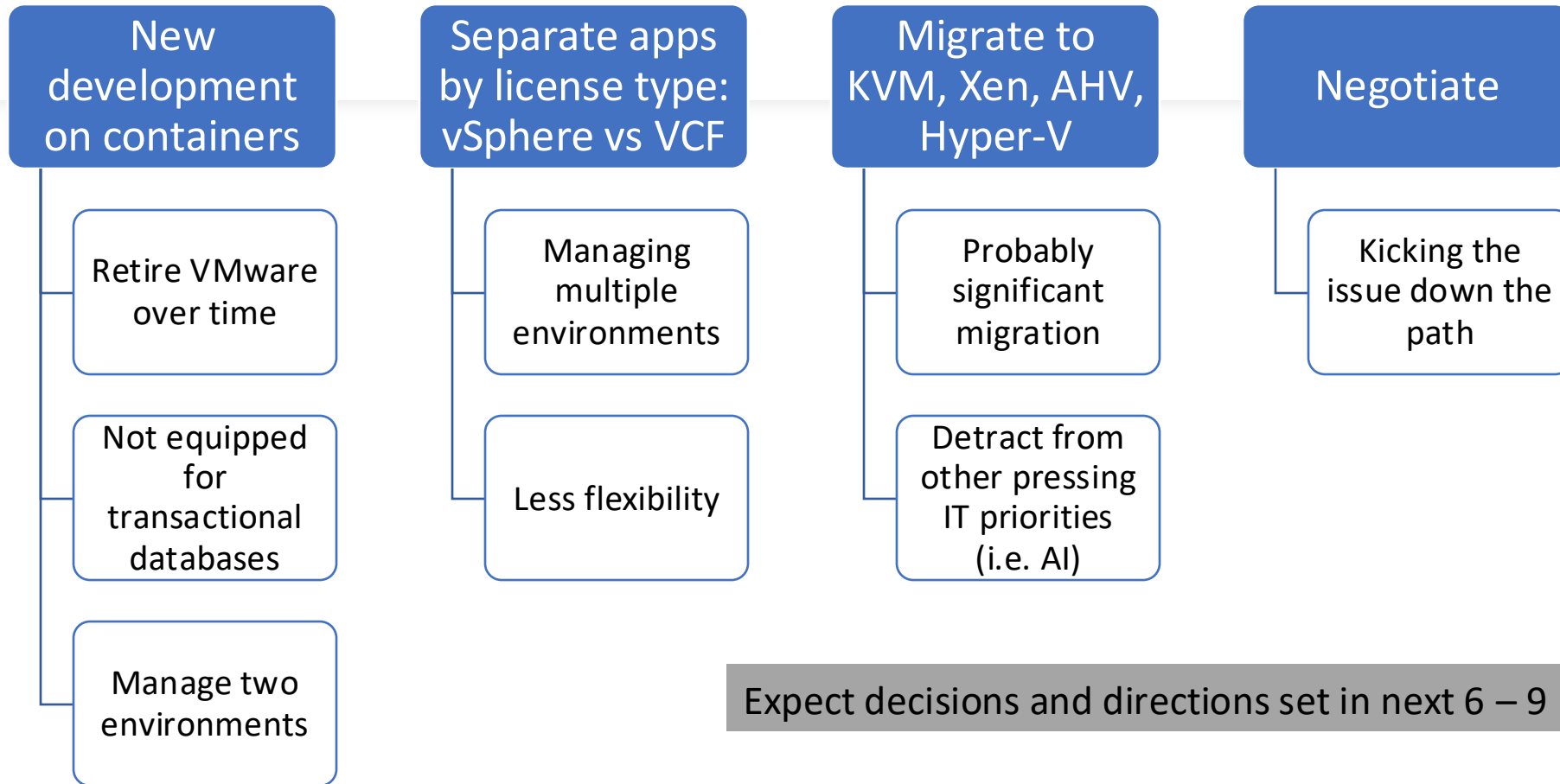


Market Responses

- SMB market – adopt alternatives HCI, Cloud
- ROBO- simpler configurations, less dependencies
 - Counters with the investment costs
- Mid Enterprise – Surprise



Large and Very Large Enterprises - Options



Expect decisions and directions set in next 6 – 9 mos.

Gen AI – “new” data requirements



- Data has not been top of mind, overshadowed by feeding the GPU, etc.
- Data quality preparation becoming a barrier
- Data Pipeline, Data Platform, Data Management
 - Classification and identification
 - Governance
 - Data Movement
 - Vector Database management
 - Gen AI technology integration
 - Energy Consumption
- Will come into prominence with
 - RAG
 - Inference
 - Long term data management

Thank you

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