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IT TRENDS 2020

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EXECUTIVE SUMMARY

This document presents the key results from an online survey of 1045 IT professionals conducted by Netwrix in October, 2019. Each respondent picked up to five top IT priorities for 2020 from the predefined list with an opportunity to add their own options. Survey demographics are provided at the end of the document.

The survey found no dramatic difference in IT priorities among organizations based on size or vertical. Key findings include the following:

Overall, data security was the top goal, followed by data privacy and raising cybersecurity awareness among employees.

Organizations also want to focus on improving IT operations through automation and software integration.

Cloud migration continues to be a priority for organizations with more than 10,000 employees.

Digital transformation is important for organizations with more than 5,000 employees.

Although it seems as if everyone is talking about the IT skills shortage and recommending AI as a silver bullet to dramatically improve cybersecurity, only a few respondents plan to focus on either educating their current IT employees or implementing AI-based solutions in 2020.

KEY FINDINGS BY THE NUMBERS

74% of organizations named data security as their top IT priority for 2020.

54% of respondents plan to focus on automating manual tasks.

43% of organizations mentioned data privacy as their top goal.

52% of them are subject to privacy regulations.

33% of organizations intend to focus on digital transformation, integrating their existing solutions and cloud migration projects; these goals are mostly relevant for larger organizations.

ONLY 20% of organizations plan to focus on addressing the skills shortage through education of existing IT personnel or talent acquisition.

MAJOR TRENDS

mentioned by most organizations

DATA SECURITY

Unsurprisingly, data security is the top IT priority for organizations of all sizes, verticals and geographical locations. Every IT person, from IT/systems administrators to CIOs and CDOs, sees it as their top task for 2020.

91%

of organizations in the retail industry see data security as their top priority and this also represents the highest concentration amongst all the verticals.

DATA PRIVACY

Not very long ago, data privacy was not even on the radar of most organizations. However, the introduction of data privacy-focused compliance regulations like the GDPR and the CCPA has made this task a priority for organizations worldwide.

63%

of financial organizations plan to support data privacy projects in 2020.

CYBERSECURITY AWARENESS

Changing employee behavior by raising awareness is seen as the key priority by smaller organizations and organizations from the educational and public sectors.

60%

of organizations with up to 1,000 employees plan to invest in employee security awareness.

COMPLIANCE

Adhering to compliance and privacy regulations is one of the top 10 priorities for the coming year but it is not at the top of the list for most organizations. This might indicate that compliance is no longer seen as a one-off, check-the-box task, but as an ongoing process.

42%

of healthcare organizations see compliance as one of their most critical priorities.

AUTOMATION

Most organizations are still struggling to automate routine tasks. As such, automation is one of the top three priorities for organizations of all sizes and verticals.

59%

of IT/systems administrators plan to spend time and money on automation.

COMMON TRENDS

mentioned by many organizations

DIGITAL TRANSFORMATION

Organizations of all sizes are interested in unlocking the full potential of digital transformation, especially enterprises with more than 5,000 employees.

88%

of French organizations see digital transformation as their number one priority.

CLOUD MIGRATION

Organizations continue to move their data and infrastructure to the cloud. The trend is evident in organizations of all sizes and verticals, but especially among larger enterprises, mainly in the manufacturing and retail verticals.

46%

of manufacturing sector organizations are planning cloud migration projects for 2020.

INTEGRATION

Integrating systems simplifies internal processes, reduces operational expense and enables organizations to get more value from the software they have, since siloed IT solutions require individual management and separate resources.

44%

of CIOs have integration projects on their bucket lists.

EMERGING TRENDS

mentioned by fewer organizations

EDUCATION OF CURRENT IT STAFF

Organizations struggle to hire top IT and cybersecurity talent, so they see educating their current IT employees as a great option for addressing the skills shortage.

30%

of organizations headquartered in the UK and 20% in the USA will invest in IT education.

TALENT ACQUISITION

Organizations that want to address the skills shortage quickly prefer to invest in talent acquisition rather than education of internal IT personnel. This is not a widely emerging trend, but it is relevant for larger enterprises.

ONLY 24%

of government organizations will hire additional IT staff. However, this is the highest percent amongst all verticals.

KNOWLEDGE MANAGEMENT

This trend is not widespread, but it is still relevant for organizations of all sizes, from small companies to large enterprises of 50,000 employees.

33%

of CDOs will dedicate effort to knowledge management.

IMPLEMENTATION OF AI

Even though artificial intelligence dominates the headlines today, few organizations plan to deploy AI-based solutions in 2020. The trend is most relevant for enterprise organizations.

14%

of organizations with 10,000–50,000 employees plan to deploy AI.

TOP 10 GLOBAL IT PRIORITIES

74% DATA SECURITY

53% AUTOMATION OF MANUAL PROCESSES

51% CYBER SECURITY AWARENESS AMONG EMPLOYEES

43% DATA PRIVACY

37% CLOUD MIGRATION

34% INTEGRATION OF EXISTING SOLUTIONS

33% DIGITAL TRANSFORMATION

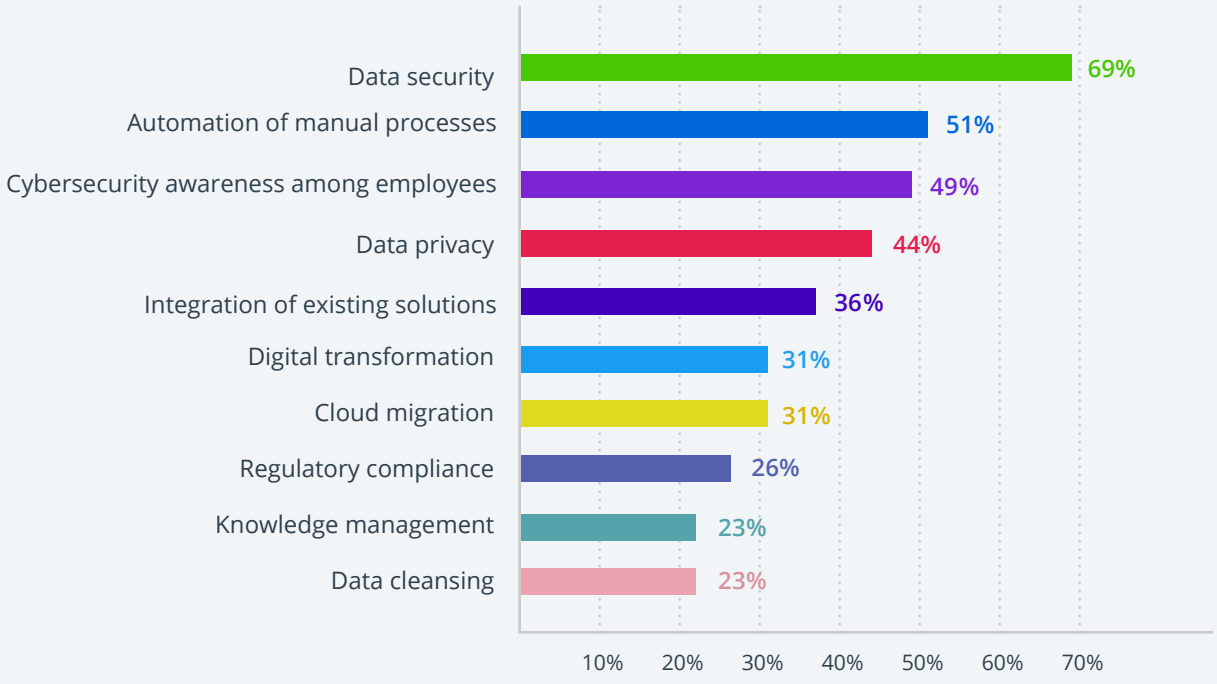
29% REGULATORY COMPLIANCE

23% KNOWLEDGE MANAGEMENT

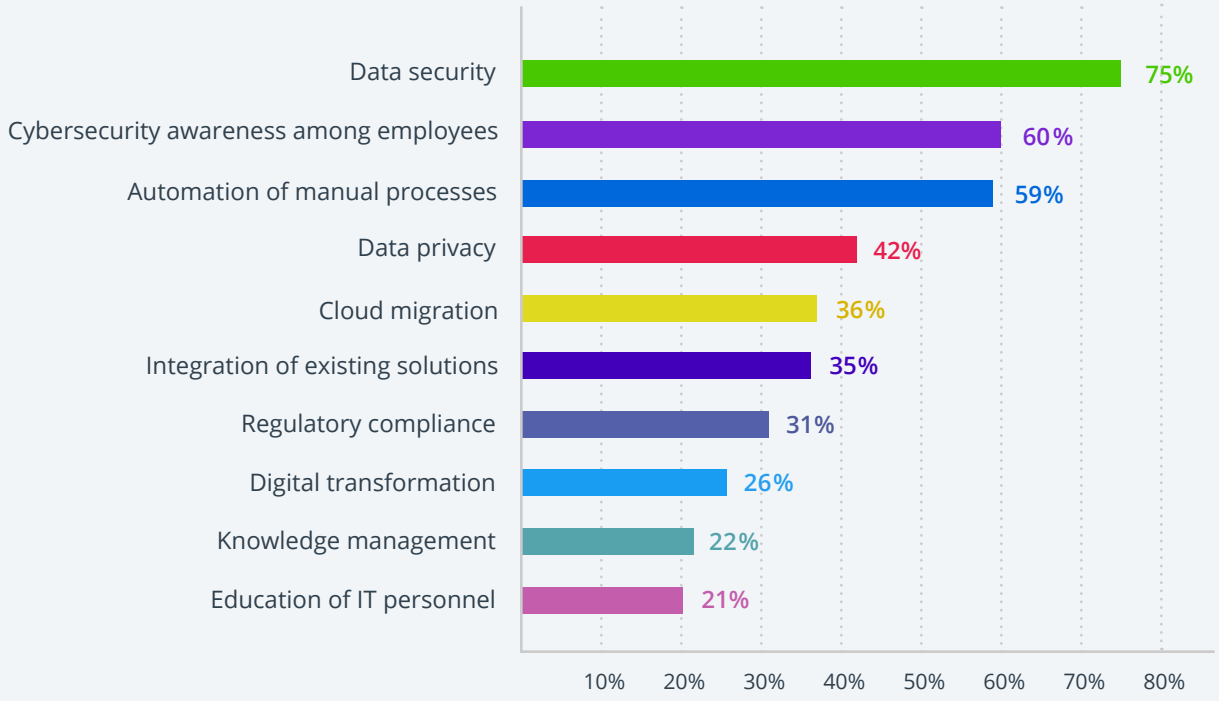
20% IT TALENT ACQUISITION

TOP 10
IT PRIORITIES BY ORGANIZATION SIZE

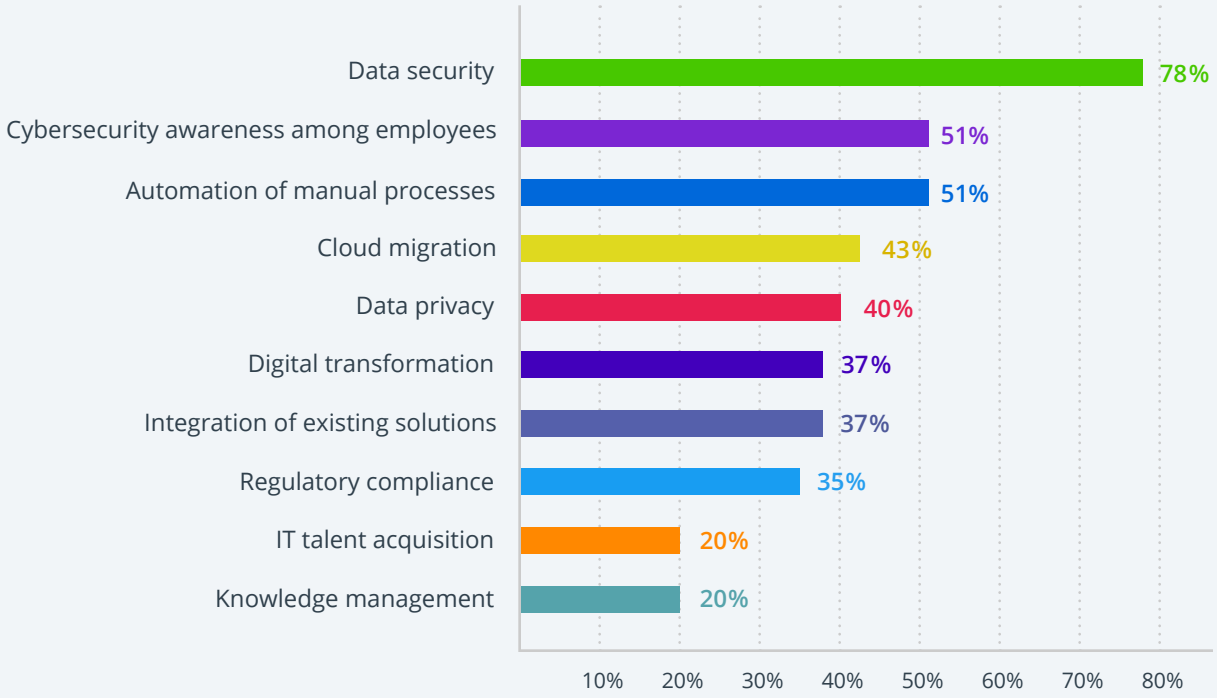
1–100 EMPLOYEES



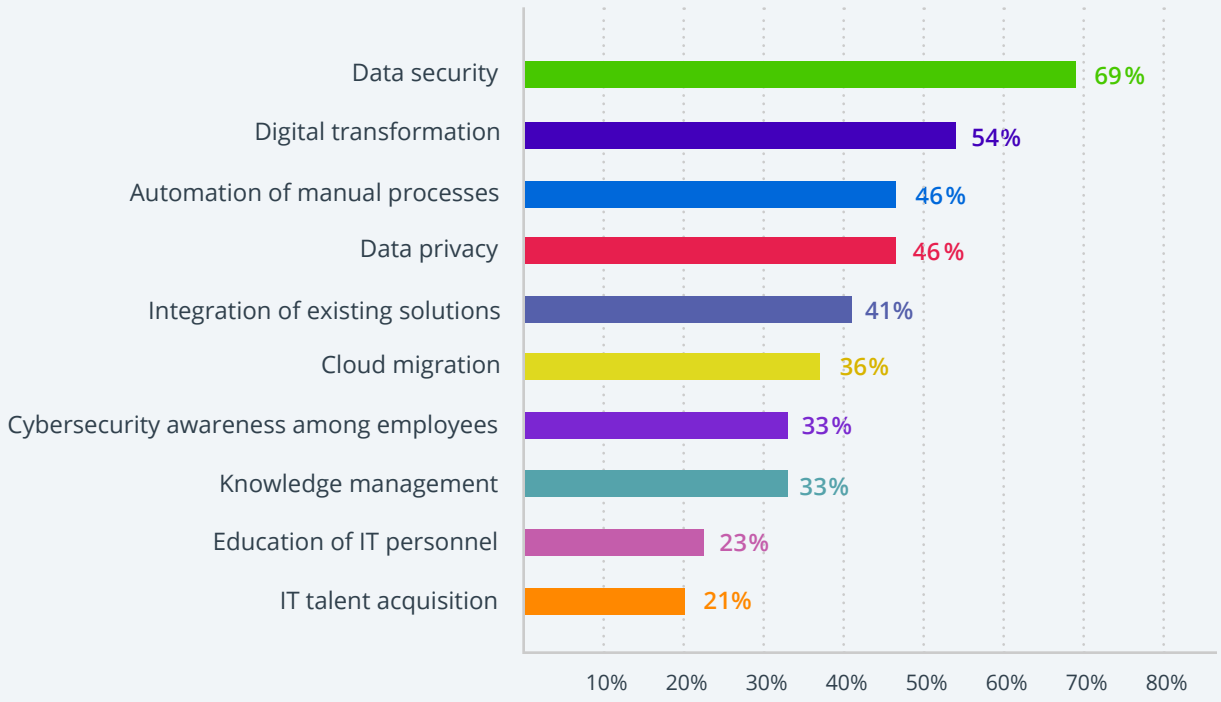
101–1,000 EMPLOYEES



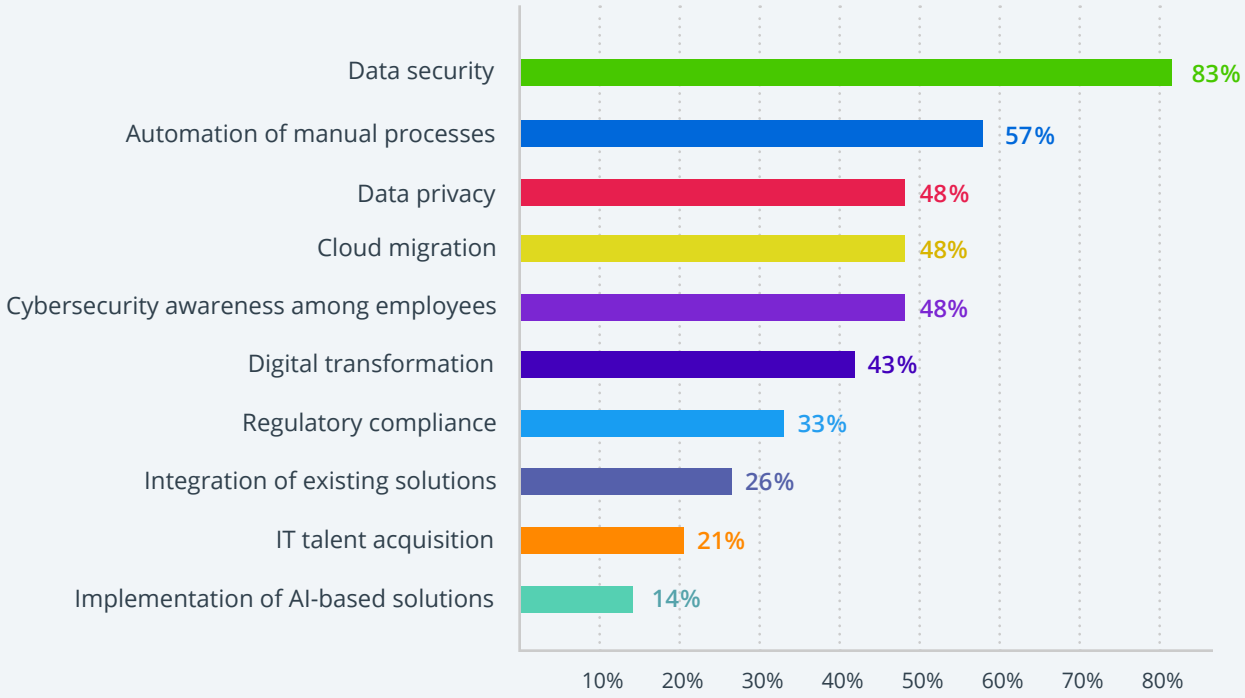
1,001–5,000 EMPLOYEES



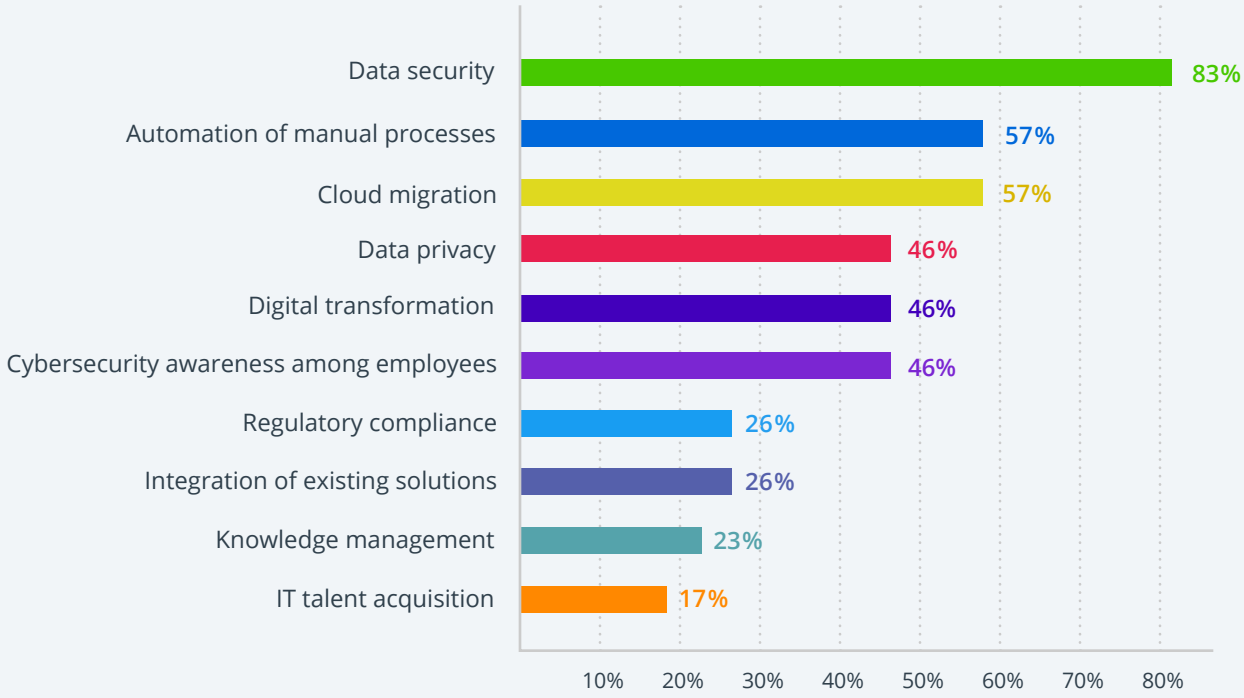
5,001–10,000 EMPLOYEES



10,001–50,000 EMPLOYEES



50,001+ EMPLOYEES



TOP 10
IT PRIORITIES BY VERTICAL

EDUCATION

Data security	72%
Cybersecurity awareness among employees	63%
Automation of manual processes	51%
Data privacy	44%
Education of IT personnel	37%
Integration of existing solutions	33%
Digital transformation	26%
Cloud migration	26%
Regulatory compliance	26%
IT talent acquisition	23%

HEALTHCARE

Data security	72%
Automation of manual processes	61%
Cybersecurity awareness among employees	56%
Data privacy	44%
Regulatory compliance	42%
Integration of existing solutions	38%
Cloud migration	34%
Digital transformation	28%
Knowledge management	25%
Education of IT personnel	17%

FINANCE

Data security	80%
Data privacy	63%
Automation of manual processes	54%
Cybersecurity awareness among employees	46%
Integration of existing solutions	43%
Cloud migration	39%
Digital transformation	36%
Regulatory compliance	36%
Knowledge management	18%
Education of IT personnel	14%

GOVERNMENT

Data security	83%
Cybersecurity awareness among employees	59%
Automation of manual processes	48%
Cloud migration	46%
Data privacy	41%
Regulatory compliance	31%
Knowledge management	31%
Digital transformation	26%
Integration of existing solutions	24%
IT talent acquisition	24%

MANUFACTURING

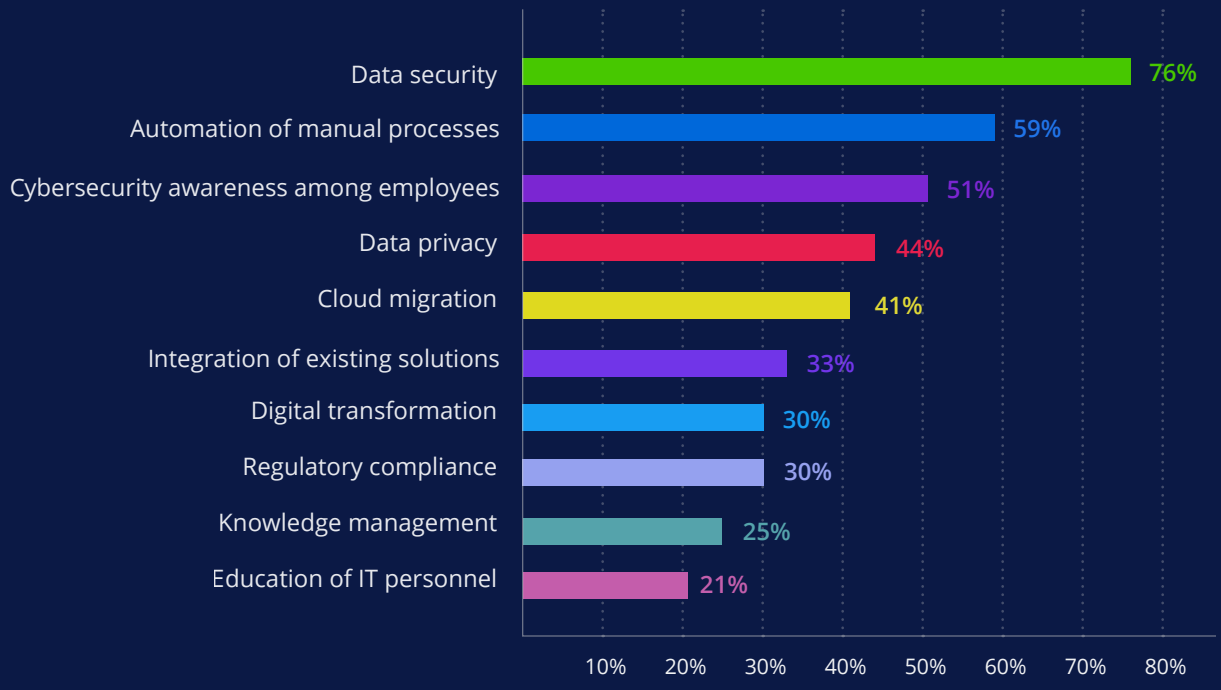
Data security	69%
Cybersecurity awareness among employees	58%
Automation of manual processes	46%
Cloud migration	46%
Data privacy	44%
Integration of existing solutions	35%
Knowledge management	31%
Data cleansing	27%
Regulatory compliance	21%
Implementation of AI-based solutions	15%

RETAIL & WHOLESALE

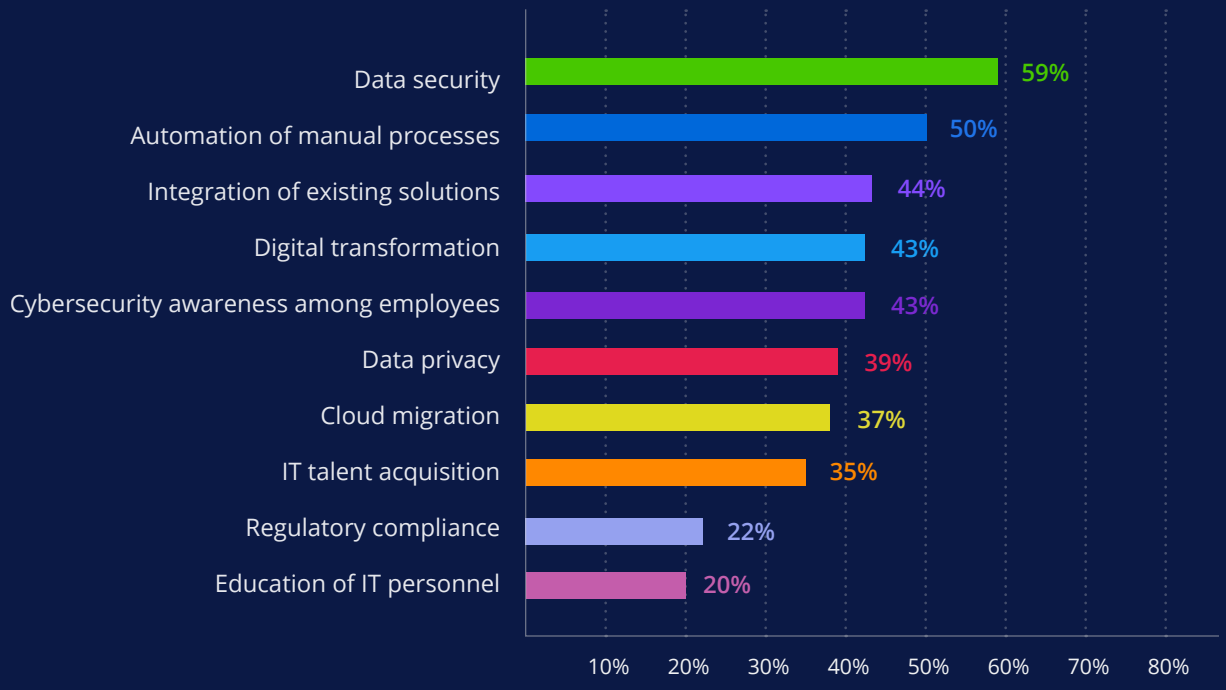
Data security	91%
Automation of manual processes	65%
Cybersecurity awareness among employees	48%
Cloud migration	43%
Integration of existing solutions	43%
Regulatory compliance	39%
Data privacy	30%
Digital transformation	26%
Knowledge management	26%
IT talent acquisition	22%

TOP 10 IT PRIORITIES BY JOB ROLE

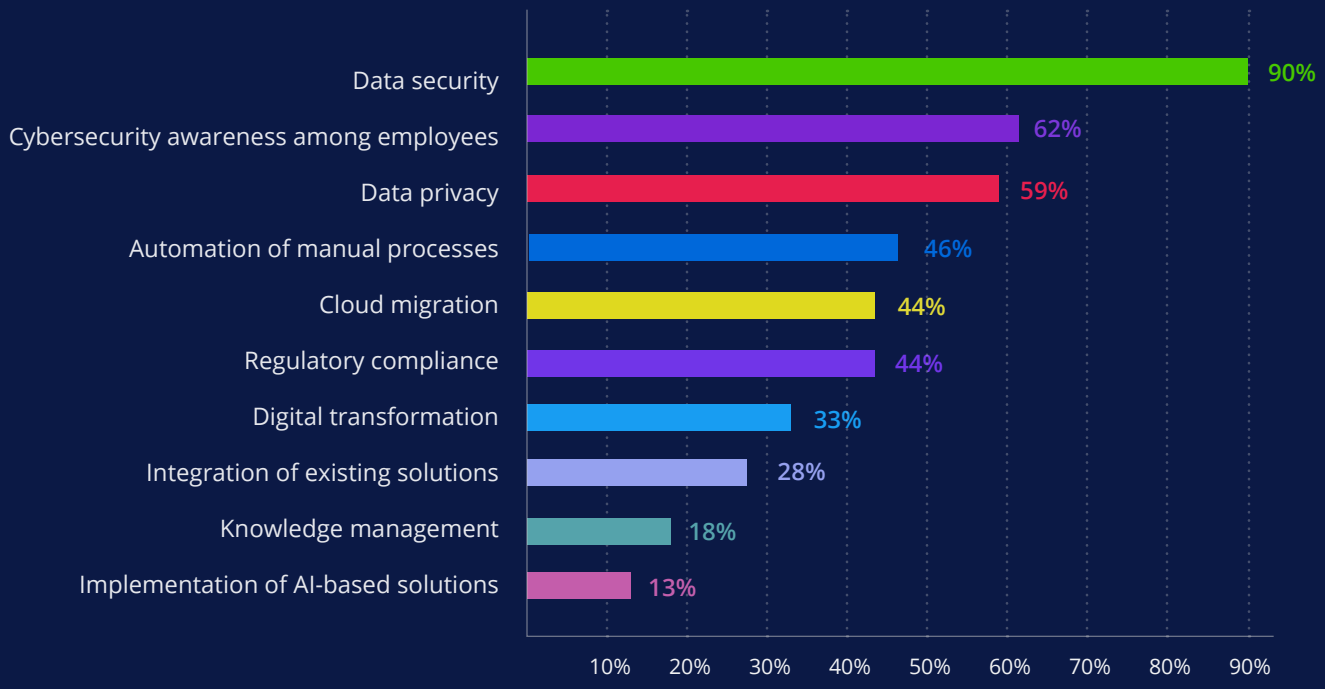
IT/SYSTEMS ADMINISTRATOR



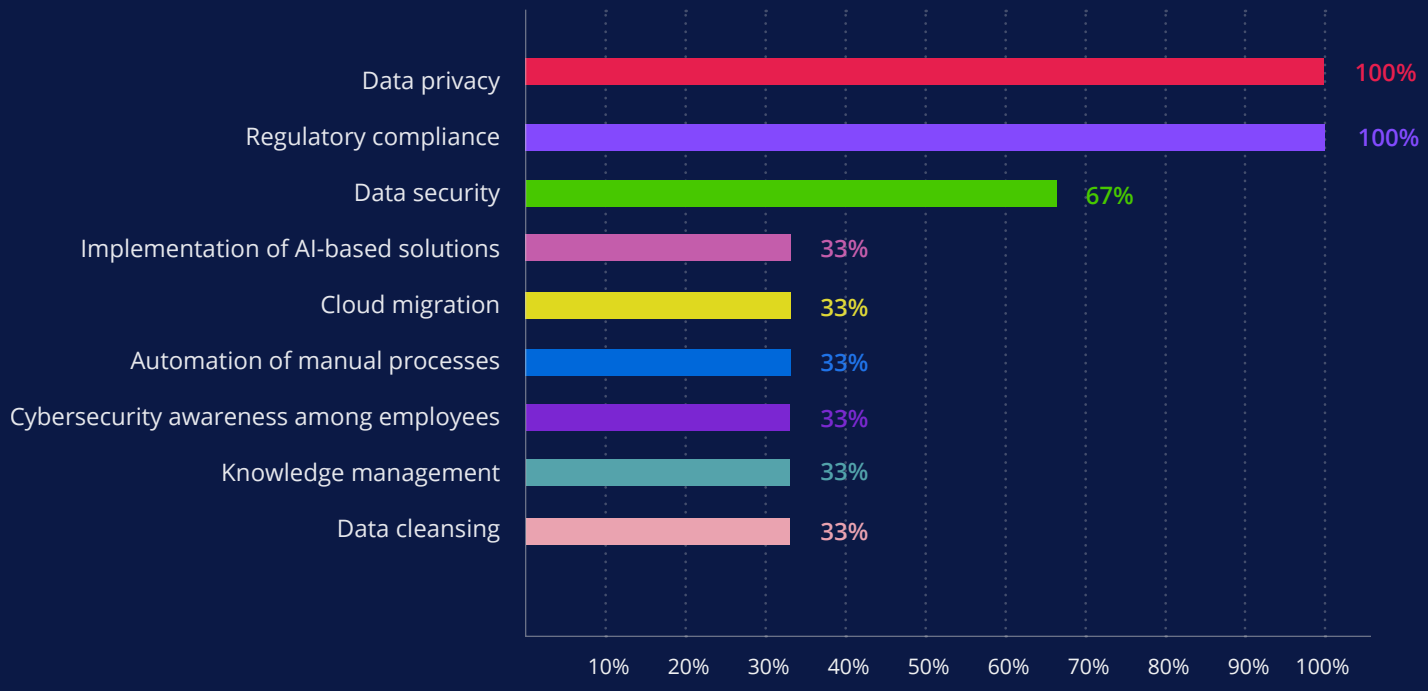
CIO/IT DIRECTOR



CISO/SECURITY OFFICER/COMPLIANCE OFFICER



CDO (CHIEF DATA OFFICER)



TOP 10
IT PRIORITIES

AMONG ORGANIZATIONS SUBJECT TO PARTICULAR COMPLIANCE STANDARD

HIPAA/HITEC

Data security	77%
Cybersecurity awareness among employees	55%
Automation of manual processes	54%
Data privacy	46%
Cloud migration	38%
Regulatory compliance	34%
Digital transformation	33%
Integration of existing solutions	30%
IT talent acquisition	22%
Education of IT personnel	19%

GDPR

Data security	75%
Data privacy	50%
Cybersecurity awareness among employees	49%
Automation of manual processes	48%
Digital transformation	42%
Integration of existing solutions	39%
Cloud migration	37%
Regulatory compliance	32%
Data cleansing	19%
Education of IT personnel	18%

CCPA

Data security	78%
Data privacy	54%
Digital transformation	46%
Cybersecurity awareness among employees	43%
Cloud migration	37%
Automation of manual processes	37%
Integration of existing solutions	37%
Regulatory compliance	26%
Knowledge management	26%
IT talent acquisition	22%

PCI DSS

Data security	80%
Automation of manual processes	57%
Cybersecurity awareness among employees	55%
Data privacy	45%
Cloud migration	43%
Regulatory compliance	35%
Digital transformation	31%
Integration of existing solutions	31%
Knowledge management	20%
Education of IT personnel	19%

TOP 10
IT PRIORITIES BY REGION

NORTH AMERICA

Data security	76%
Automation of manual processes	54%
Cybersecurity awareness among employees	54%
Data privacy	44%
Cloud migration	41%
Integration of existing solutions	32%
Regulatory compliance	32%
Digital transformation	28%
Knowledge management	24%
IT talent acquisition	20%

EMEA

Data security	71%
Cybersecurity awareness among employees	50%
Automation of manual processes	49%
Digital transformation	44%
Integration of existing solutions	41%
Data privacy	41%
Regulatory compliance	34%
Education of IT personnel	26%
Cloud migration	23%
IT talent acquisition	17%

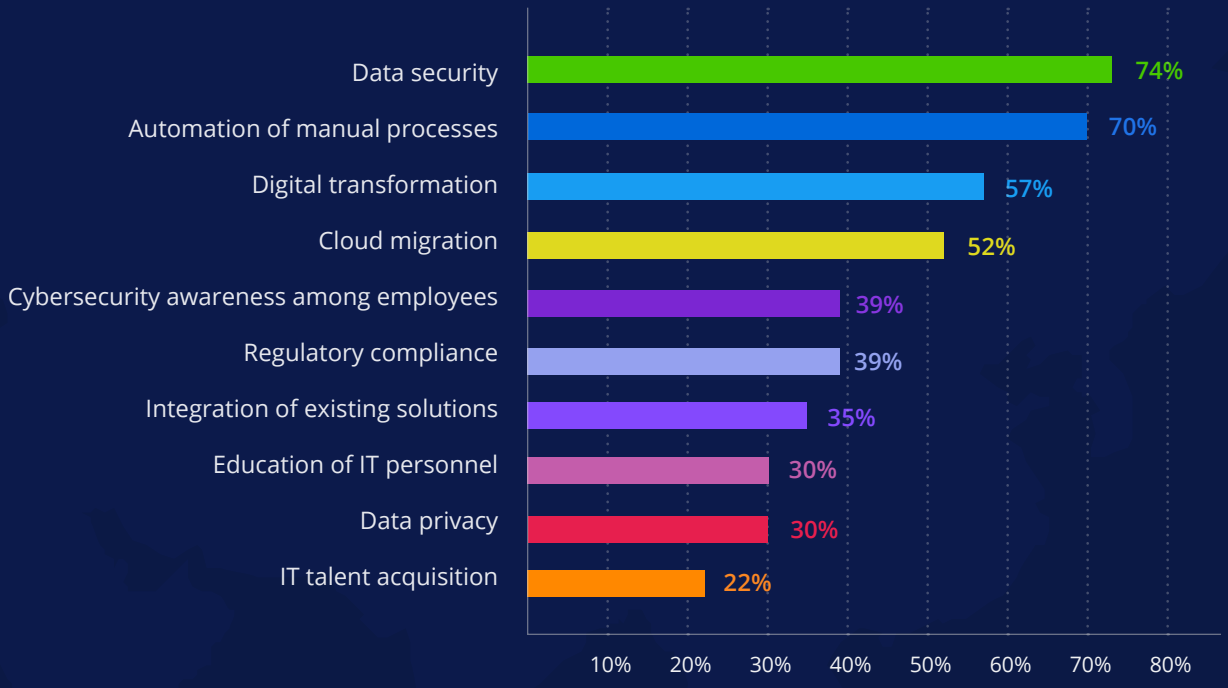
APAC

Data security	80%
Automation of manual processes	55%
Digital transformation	47%
Data privacy	47%
Integration of existing solutions	43%
Cloud migration	40%
Cybersecurity awareness among employees	40%
Knowledge management	23%
Regulatory compliance	22%
Implementation of AI-based solutions	18%

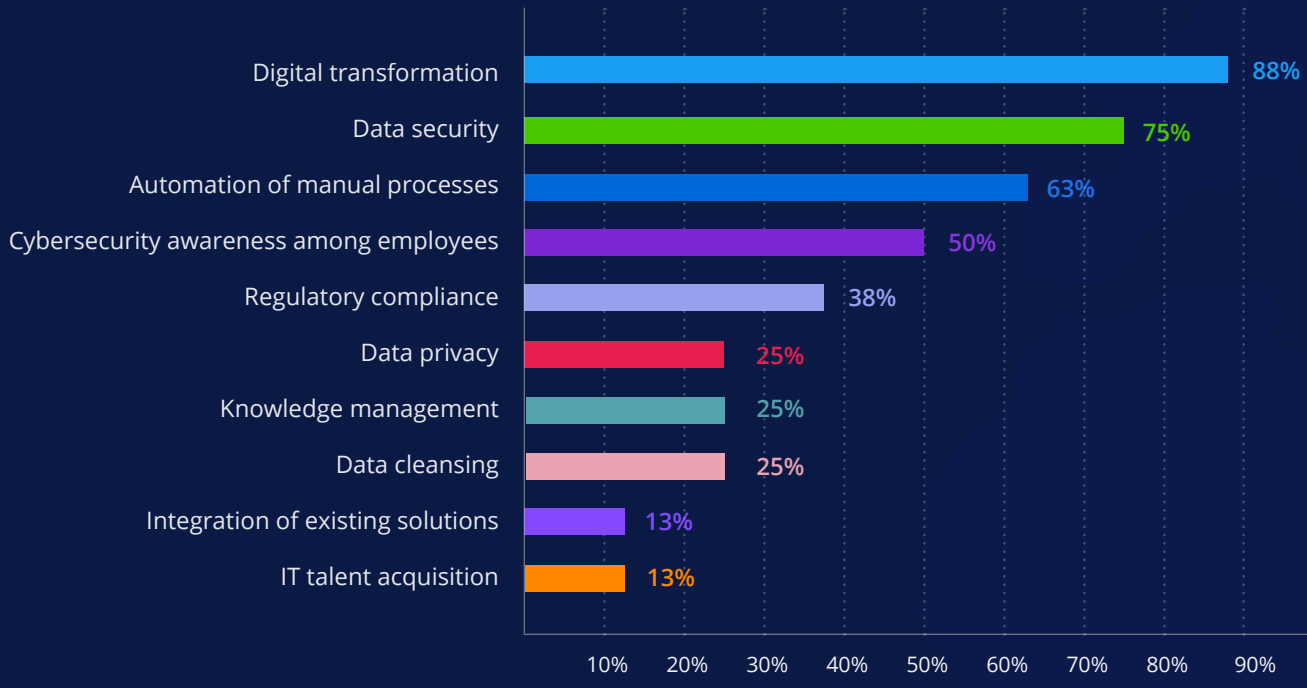
TOP 10

IT PRIORITIES BY COUNTRY

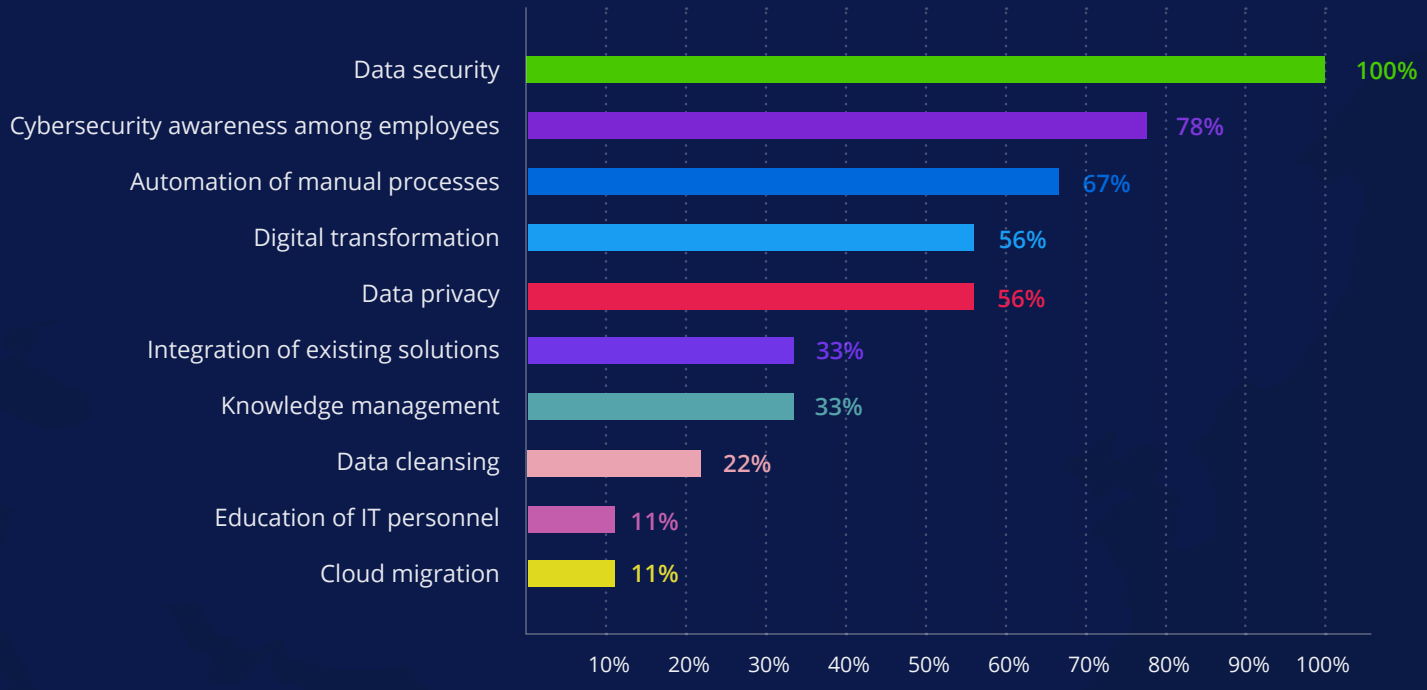
UNITED KINGDOM



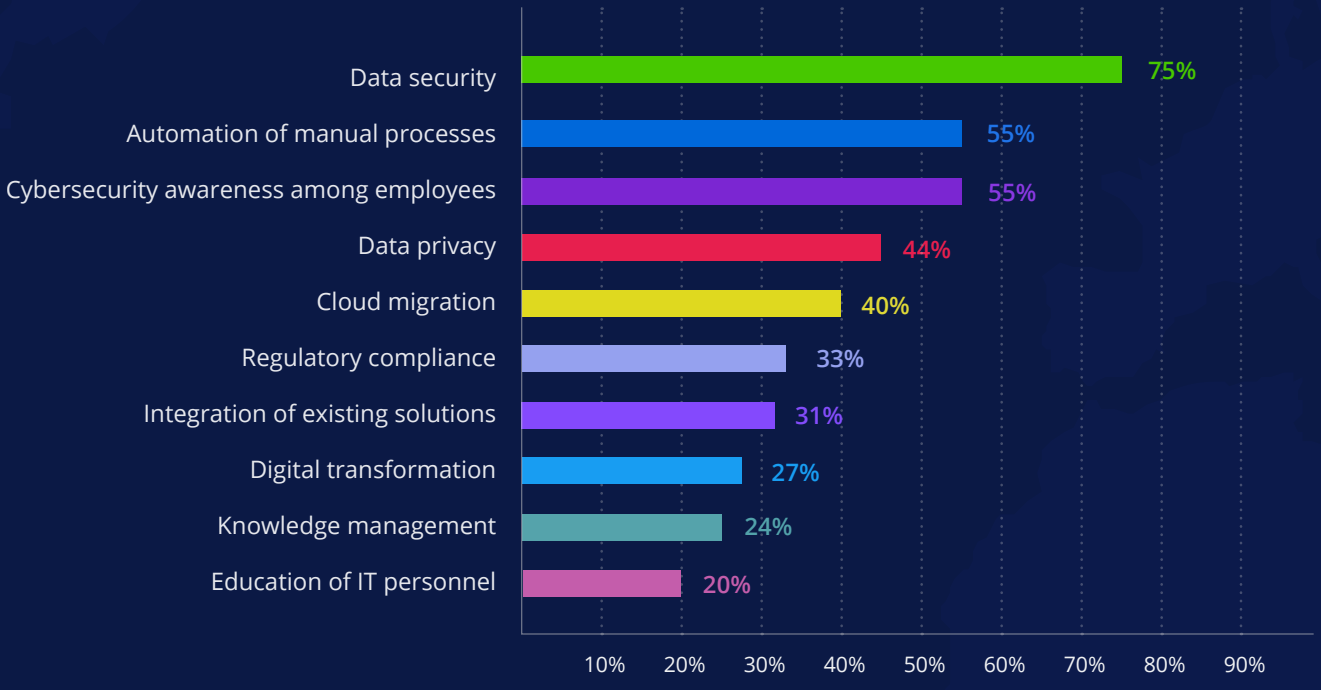
FRANCE


Digital transformation
88%
Data security
75%
Automation of manual processes
63%
Cybersecurity awareness among employees
50%
Regulatory compliance
38%
Data privacy
25%
Knowledge management
25%
Data cleansing
25%
Integration of existing solutions
13%
IT talent acquisition
13%
10%
20%
30%
40%
50%
60%
70%
80%
90%

GERMANY

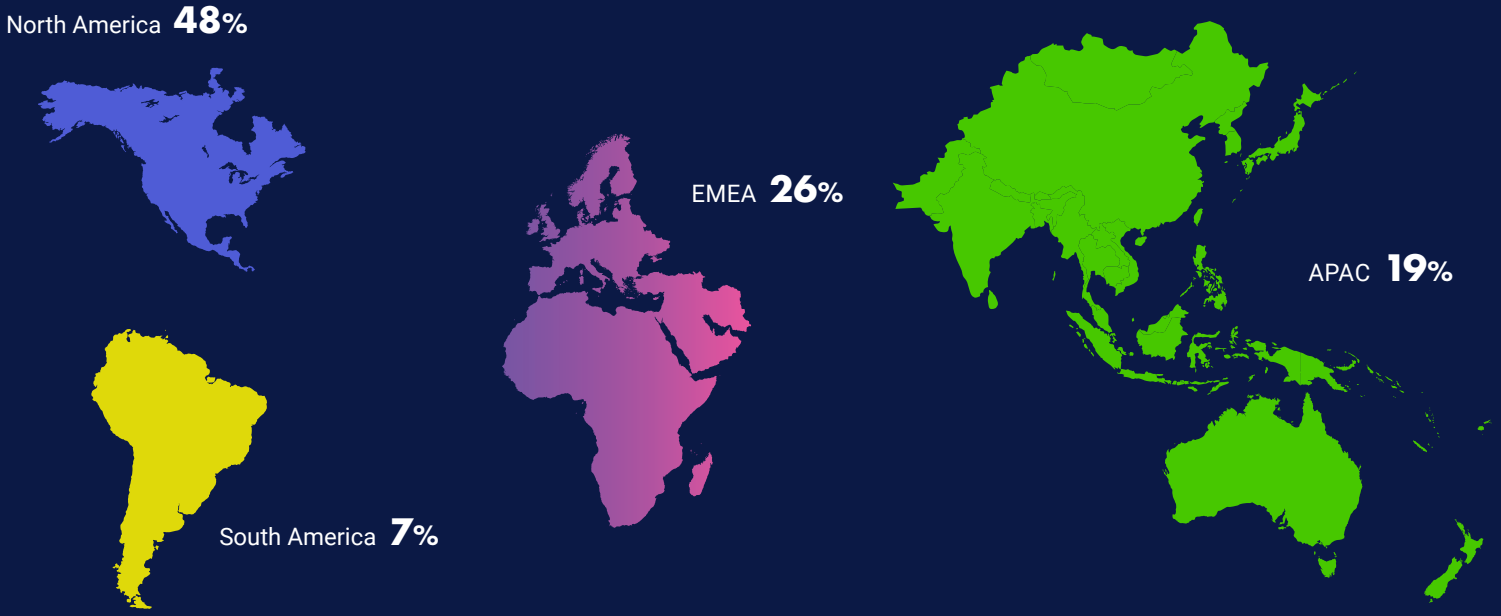

Data security
100%
Cybersecurity awareness among employees
78%
Automation of manual processes
67%
Digital transformation
56%
Data privacy
56%
Integration of existing solutions
33%
Knowledge management
33%
Data cleansing
22%
Education of IT personnel
11%
Cloud migration
11%
10%
20%
30%
40%
50%
60%
70%
80%
90%
100%

USA


Data security
75%
Automation of manual processes
55%
Cybersecurity awareness among employees
55%
Data privacy
44%
Cloud migration
40%
Regulatory compliance
33%
Integration of existing solutions
31%
Digital transformation
27%
Knowledge management
24%
Education of IT personnel
20%
10%
20%
30%
40%
50%
60%
70%
80%
90%

SURVEY DEMOGRAPHICS

GEOGRAPHY

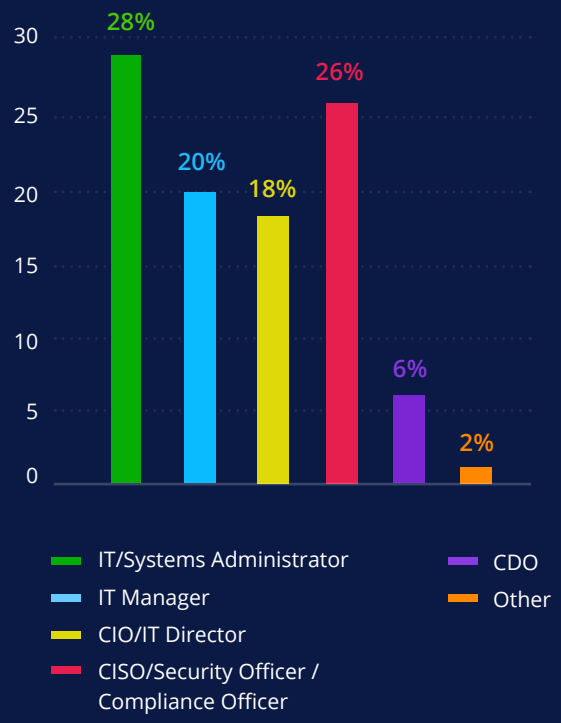


ORGANIZATION SIZE

TOP INDUSTRIES REPRESENTED

Health Care	10%
Finance	9%
Government	9%
Manufacturing	8%
Technology/Software	8%
Education	7%
Service	4%
Consulting	4%
Non-profit	4%
Retail & Wholesale	3%

TOP JOB TITLES REPRESENTED



IT PRIORITY OPTIONS OFFERED IN THE SURVEY

- Digital transformation
- Automation of manual tasks
- Integration of existing solutions
- Education of IT employees
- Change in hiring methods
- Data security
- Data privacy
- Cloud migration
- Implementation of AI-based security solutions
- Cyber security awareness among employees
- Regulatory compliance
- Knowledge management
- Data cleansing
- Other, please describe

ABOUT THE REPORT

The report is brought to you by Netwrix Research Lab, which conducts industry surveys among IT pros worldwide to discover up-to-date interests and granular trends' analysis of the industry. For more reports, please visit: www.netwrix.com/go/research

ABOUT NETWRIX

Netwrix is a software company that enables information security and governance professionals to reclaim control over sensitive, regulated and business-critical data, regardless of where it resides. Over 10,000 organizations worldwide rely on Netwrix solutions to secure sensitive data, realize the full business value of enterprise content, pass compliance audits with less effort and expense, and increase the productivity of IT teams and knowledge workers. Founded in 2006, Netwrix has earned more than 150 industry awards and been named to both the Inc. 5000 and Deloitte Technology Fast 500 lists of the fastest growing companies in the U.S.

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