Maximising technology investment whilst maintaining operational costs

Challenge

Organisations know where they want to invest, but creating the capacity to deliver remains the biggest barrier.

Priorities

Cybersecurity	40%
AI & automation	39%
Cloud & infrastructure	37%
Network modernisation	36%

Barriers

Day-to-day demands	50%
Lack of buy-in from leadership outside IT	49%
Difficulty proving ROI	42%
Budget uncertainty	39%

4 Key Takeaways

01 Create strategic capacity

Technology leaders need space to focus on transformation, not just operational firefighting

02 Measure outcomes, not technology

Successful investment decisions start with clear business outcomes and ROI measures before implementation begins

03 Simplify wherever possible

Reducing complexity across suppliers, platforms and processes can accelerate change and free up internal resources

04 Use AI with purpose and don't be afraid to fail fast

AI is usually most effective when solving specific operational challenges.

Food for Thought

- Are operational demands preventing your strategic technology decisions?
- Can you clearly demonstrate the ROI of your planned investments?
- How much complexity exists across your technology suppliers and platforms?
- Where could automation or AI create immediate capacity for your team?

Continue the conversation

Email Jon

If you'd like to discuss the findings or explore how Zen can support your organisation's technology strategy, reach out to Jon Nowell, speaker at the webinar and Managing Director of Zen Business.

Sample: 500 UK-based senior technology decision-makers (Director level and above). Must have influence over technology investment and operating model decisions. Company size: mid-market and above (c. £10m+ revenue +, 50+ employees) (Aged 29+). Censuswide is a member of the Market Research Society (MRS) and the British Polling Council (BPC), and a signatory of the Global Data Quality Pledge. They adhere to the MRS Code of Conduct and ESOMAR principles. In field: 30.04.26 – 07.05.26