

2024-25

Telarus Tech Trends Report

The second annual release of exclusive findings from leading U.S. IT leaders and Telarus technology advisors to help you understand and navigate growth opportunities in the channel.



+ Redpoint

Introduction



Letter from CEO Adam Edwards

Welcome to the second annual Telarus Tech Trends Report, specifically crafted for the channel.

We are thrilled to share this year's exclusive insights from top IT decision-makers and your fellow technology advisors to inform your sales strategies for the months ahead. The research is clear: Companies of all sizes are looking to advisors to unlock an unprecedented array of new technologies to tackle critical business challenges and future-proof their business. This year we learned that there is significant momentum in AI-enabled solutions across the organization, more demand for modern cybersecurity and automated customer experiences, and shifts in modern cloud strategies. We are also seeing an elevated focus on cost savings to fund innovation.

IT leaders identified an increased appetite for technology advisory services to help them navigate today's critical buying decisions amidst an ever-growing landscape of new technologies and suppliers, increased procurement complexities, evolving privacy and compliance requirements, ongoing talent shortages, and more. So, this year more than ever, it is a great time to be an advisor in the channel. The pace of technological change shows no signs of slowing and IT buyers need your help to guide them through their process. And they know it.



In the following pages, you'll find insights from over 400 mid-market and enterprise IT executives from leading US companies, plus over 500 technology advisors in the channel. You'll gain a comprehensive view of what's driving current buying decisions across key practice areas compared to last year's results, discover the innovations propelling growth over the next few years, and uncover how you can leverage this data to empower your near- and long-term selling strategies. Enjoy!

Adam Edwards

CEO of Telarus



For this report, mid-market enterprises are defined as US companies with 51-1000 employees, and large enterprises as 1001+ employees.

For most responses, the findings of these two groups were similar so the data represents the averages of the two groups combined unless otherwise specified where key differences were observed and responses are segmented.

For more details on the survey data:

[VISIT METHODOLOGY](#)

What's Inside



What's Inside

This report explores 3 main themes. Click on each section to dive in.

1 of 3

Key Factors Shaping Today's IT Purchasing Choices

Trend 1: AI Adoption

The shift from focused AI experimentation to wider-spread delivery and execution is here. AI in CX and cloud are top priorities for productivity and efficiency gains.

Trend 2: Cybersecurity as a Critical Backbone

As IT leaders brace for more advanced (and costly) threats and breaches, modern cybersecurity investments rank high for most mid-market and enterprise buyers alike.

Trend 3: Cost-Cutting to Fund Innovation

Economic uncertainty brings cost-cutting back to the forefront, but not at the expense of critical transformational projects.

Trend 4: Intelligent Experiences Across the Entire Customer Journey

As consumer expectations for highly personalized experiences accelerate, IT leaders are prioritizing AI and data analytics investments that can enhance efficiency and cost-savings across the CX ecosystem.

What's Inside

This report explores 3 main themes. Click on each section to dive in.

2 of 3

Top Tech Trends Shaping Tomorrow's Investments

Trend 1: AI as Enablement Technology

Most respondents indicated AI/ML-enabled tech as the top category for continued exploration and investment. Generative and non-generative AI will have different but equally important impacts on productivity and innovation.

Trend 2: Next-Gen Cybersecurity for Inevitable

Attacks the growing sophistication of cybercrime, many IT decision-makers are looking to AI-enabled cybersecurity technologies that can enhance efficiencies and reduce staff burden for critical tasks.

Trend 3: Shifting Cloud Modernization Strategies

Mid-market enterprises will stay focused on shifting their on-prem applications to the cloud, while most large enterprises are further along in their cloud modernization journeys. See where the priorities differentiate and why.

What's Inside

This report explores 3 main themes. Click on each section to dive in.

3 of 3

New World, New Opportunities for Technology Advisors

Tech advisors have an opportunity to guide IT decision-makers more than ever before. Nearly all mid-market enterprise respondents are looking for outside advisory for increasingly complex technology decisions. Explore the practice areas where IT leaders indicated the most need for help and why.

This section also includes insights from over 500 technology advisors in the channel.



What's Driving Today's Buying Decisions



Key Findings:

What's Driving Today's Top Tech Buying Decisions?

IT leaders are looking for a diverse set of solutions to keep up with the speed of change. Over half of respondents ranked AI as a top buying driver across their organizations for 2024 and beyond, with cyber threat detection and response (**42%**), highly personalized customer experiences (**22%**), and cloud modernization (**17%**) following close behind. IT executives are feeling board pressure to balance innovation with cost management.

Watch the video for Constellation Research CEO R "Ray" Wang's take on what's behind these trends.



Top IT Buyer Trends and Insights from the 2024-25 Telarus Tech Trends Report

R "Ray" Wang
CEO & Principal Analyst,
Constellation Research



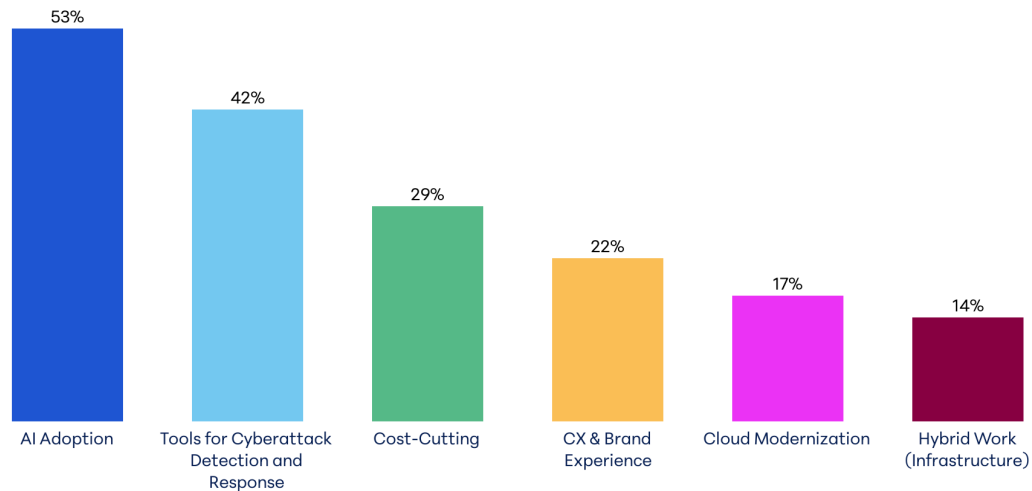
Trend #1:

AI Adoption Is a Priority for More than Half of Decision-Makers

2024 marks a shift from AI experimentation to wider-spread delivery and execution. **53%** of respondents indicated that AI is a key driver of tech buying decisions, compared to just 13% in 2023.

IT BUYER SURVEY

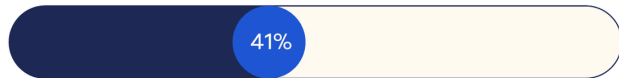
AI and cybersecurity lead 2024-2025 IT buying decisions, followed by cost-cutting and improved customer experience



What are the key issues driving IT buying decisions as it pertains to technology? (Select up to 3)

IT BUYER SURVEY

Implementation strategies for companies already leveraging AI in some capacity



I am starting with AI implementation in a discrete area(s) of my business as a pilot effort



I have a well informed plan for how AI will be regulated & implemented in my org



I am watching & learning and will formulate an IT plan in 2025



I am enabling testing/experimentation in other groups in my org and will address formal policy in the future



I have disallowed AI use in my organization until we have a corporate strategy and plan for managed adoption

Assuming AI is currently being leveraged in some capacity in your business, what is your AI implementation strategy?



Nearly half (**41%**) are starting AI implementation in at least one business area, up from 10% last year.

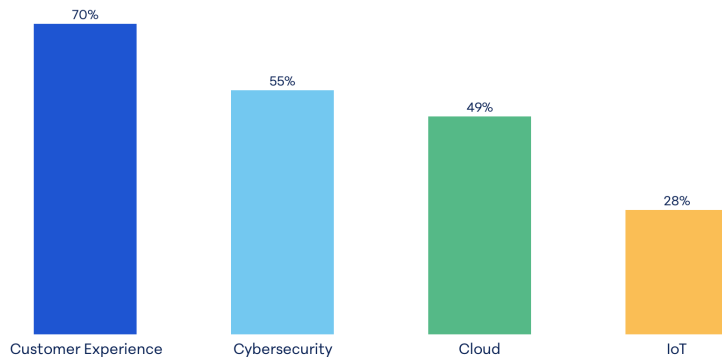
And we're just getting started. Constellation Research has seen a projected CAGR of 19.8% in global AI IT spending from \$151 billion to \$490.6 billion by 2030.¹

Where Leading Companies Are Currently Leveraging AI Most

Many respondents are testing or enabling AI-powered enhancements to existing products and services as they become available, particularly in customer experience, cybersecurity, and cloud computing.

IT BUYER SURVEY

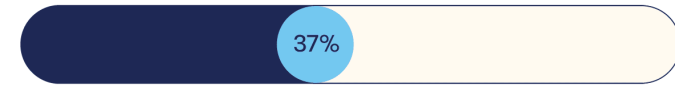
In which areas are you leveraging AI today?



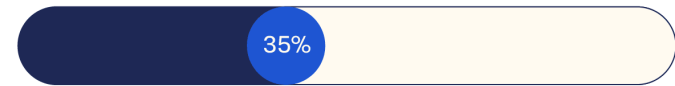
In which areas are you currently leveraging AI today (select all that apply)

IT BUYER SURVEY

What AI-powered feature sets have you enabled in your existing platforms?



I am enabling these capabilities in my organization to feature sets that will drive my organization quickly



I am allowing a small group of power users to test these feature sets while we determine fit for all users



I have a team assembled to evaluate AI's impact to our business and make determinations about policy and adoption on a case-by case basis



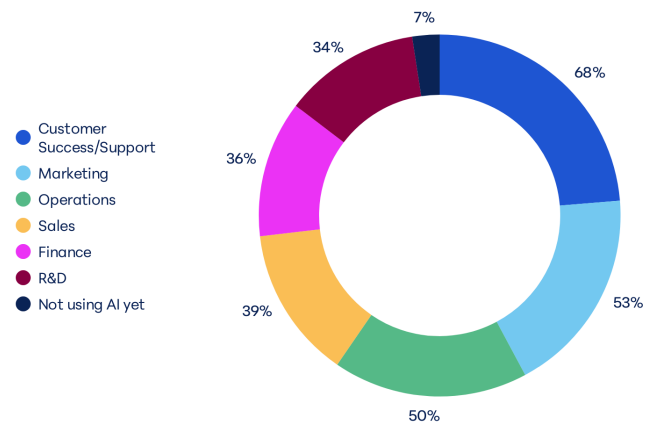
I have disallowed these feature sets for the time being

What AI-powered feature sets have you enabled in your existing platforms? (eg, Generative AI added to contact center, sales, or marketing solutions augmented work, such as automated note taking or AI advice in a UCaaS solution)

The departments that are leveraging AI the most are customer-facing and operations-focused, likely because this is where the most mature and proven AI solutions are available today.

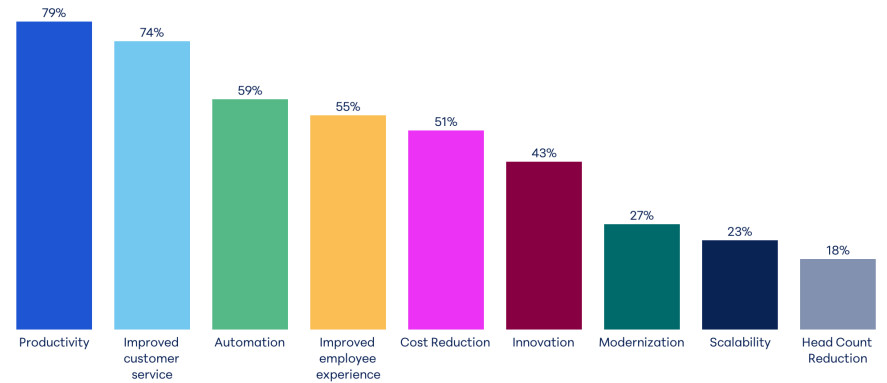
IT decision makers are seeking productivity (79%) and improved customer experience (74%) most from their current AI investments.

IT BUYER SURVEY
Which departments are currently leveraging AI solutions in their business functions?



Which departments are currently leveraging AI solutions in their business functions? (Select all that apply)

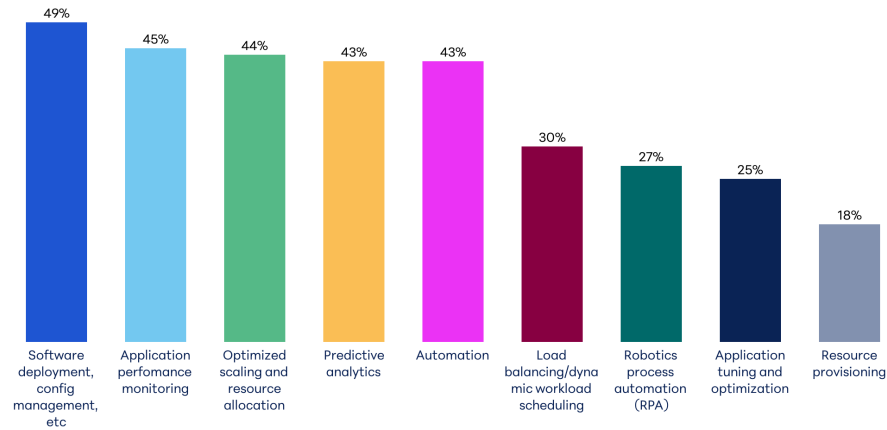
IT BUYER SURVEY
Top desired outcomes for AI adoption



If you are planning to adopt AI, what are the desired outcomes you are seeking? (Select all that apply)

Common Use Cases for Current AI Implementations

IT BUYER SURVEY
Priorities for AI in cloud

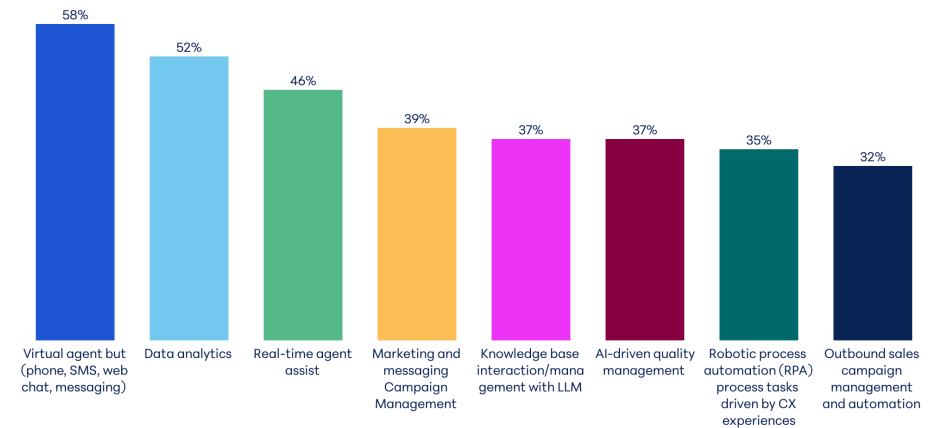


Priorities for me in AI for Cloud include (Select all that apply)

AI in Cloud

Nearly half of IT buyers look to AI in the cloud for scaling software deployment, application performance monitoring, and resource allocation.

IT BUYER SURVEY
Priorities for AI in customer experience



Priorities for me in AI for Customer Experience include (Select all that apply)

AI in Customer Experience (CX)

IT decision-makers indicated virtual agents/bots, data analytics, and real-time agent assist as top investment priorities in their AI-enabled CX implementations.

AI Challenges and Concerns

With AI's benefits come FUD: fear, uncertainty, and doubt. **63%** of IT buyer respondents highlighted data security and information leaks as top concerns. Compliance (**44%**), accuracy (**43%**), and talent shortages (**40%**) are also significant challenges as the AI landscape evolves.

These adoption barriers point to a mindset shift where leading companies are looking at all processes with an AI-first lens yet struggle to prioritize which needs to tackle first in these early days of AI advancement.

63%

IT buyer respondents highlighted data security and information leaks as top concerns

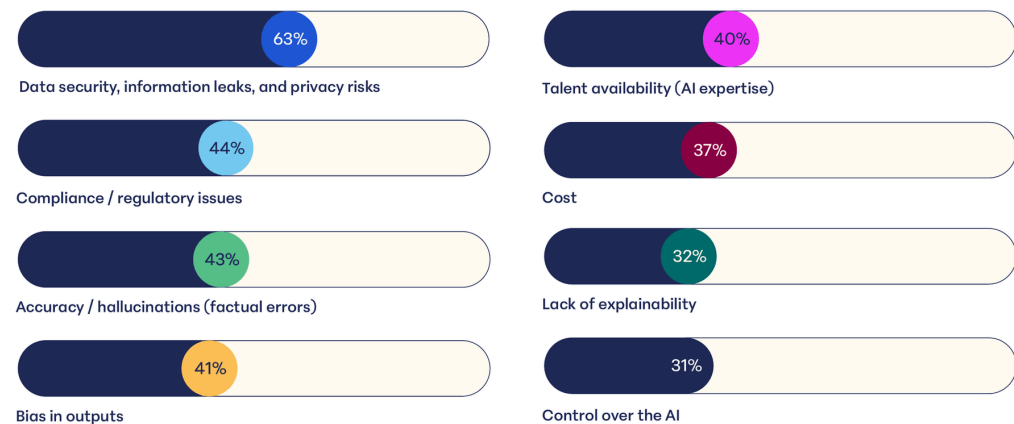


Expert Insight

Expect more questions on AI as your customers progress from experimentation to increased augmentation and automation. They will look to you for advice on where to begin – or continue – their adoption journey. Point to clear use cases of AI where ROI is already proven. CX is a great place to start. You will also want to guide your customers through these questions: When and where do they want to insert a human? Do they have enough data to get to a level of precision that stakeholders will trust? And who is responsible if something goes wrong?

IT BUYER SURVEY

Concerns IT leaders are hoping to manage in AI adoption



If applicable, what potential concerns are you hoping to manage in your AI adoption? (Select all that apply)

Trend #2:

Cybersecurity is a Critical Backbone

Cybersecurity ranked the #2 driver for current IT investments as cybercrime incidents continue to rise in number and severity for nearly every business. IT leaders also recognize that cyber is a good hedge to the fast-moving AI trends as they expect their data to become exposed to more vulnerabilities.

With a 72% increase in data breaches from 2021 to 2023 and US cybercrime costs projected to reach \$1.82 trillion by 2028², cybersecurity will remain a top priority for businesses of all sizes. Notably, AI for security, more investments in data loss prevention, and a focus on cyber training and talent development are key investment areas as IT leaders brace for more advanced threats and breaches.

72%

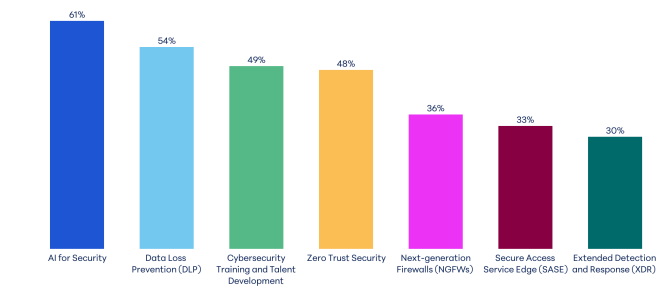
increase in data breaches from 2021 to 2023. Do your customers have a post-breach strategy in place?



Expert Insight

According to IBM's 2023 Cost of a Data Breach Report, the average cost of a breach is over \$4 million in lost business and fines.³ Implementing robust threat detection and prevention strategies is crucial for safeguarding against common cyberattacks. However, it's equally important to acknowledge that breaches may still occur as the 'bad guys' become more sophisticated. Ask your customers: Do they have a post-breach response strategy? Have they invested in ongoing training for their staff to not only recognize potential threats but also effectively respond to a security breach?

IT BUYER SURVEY
Priorities in modern cybersecurity



Priorities for me in Modern cybersecurity include (Select all that apply)



Trend #3:

Economic Uncertainty Brings Cost-Cutting Back to the Forefront, But Not at the Expense of Transformational Projects

Cost management was the third most selected response for top IT buying drivers: **29%** cited it as a key challenge compared to only 6% last year. Constellation Research CEO R “Ray” Wang attributes this trend to the idea that in today’s unstable economic environment, companies are pausing large investments in general-purpose infrastructure and hardware costs so they can afford to pay for future AI infrastructure to realize its potential cost-savings. “The improved efficiencies that come from adding AI functions to applications – like labor cost-savings and increased productivity – will eventually allow for IT budgets to grow more, so it’s no surprise that we’re seeing organizations of all sizes factoring AI into their cost management strategies,” said Wang.

According to Wang, cost-cutting will remain a major factor in IT buying decisions until US interest rates come down significantly. “So what you’re seeing is cost-savings in one area to fund innovation in another. Helping your customers find new ways to conduct their business more cost-effectively while keeping pace with change will render you a hero.”

Expert Insight

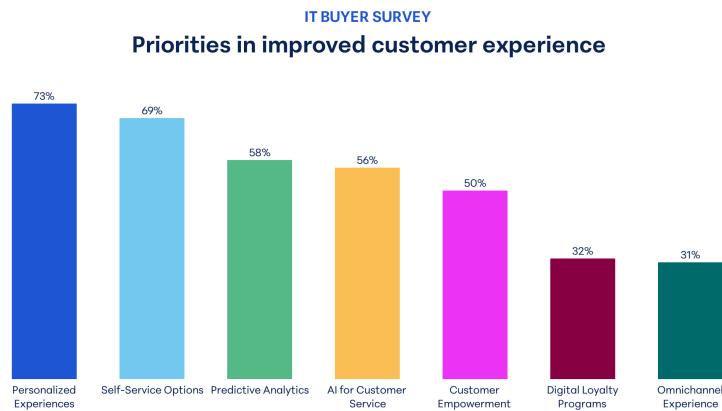
Cost-cutting to fund innovation allows you to explore legacy system issues with your customers and discuss improvements that could allow investments in high-priority technologies like AI and cybersecurity. Technology bundling is a great place to start the conversation. Bundling – combining multiple software applications or services into a single package – is an asymmetrical advantage for any sized business because it can help them run their organization at a tenth of the cost. Using CCaaS as an example, here are some questions to determine if your customer would be a good candidate for bundling: How many different vendors are involved in their communications infrastructure? Have they encountered any cost inefficiencies or unexpected expenses with their current providers? Are there any challenges they face with the interoperability of different software solutions?

1 in 3 IT buyers ranked cost-cutting as a top consideration for new technology investments

Trend #4:

CX Takes Flight Across the Entire Customer Journey

Leveraging modern CX solutions to attract and keep customers continues to be a high investment area for buyers. As consumer expectations for highly personalized and seamless experiences grow in scope and number, it's no surprise that survey respondents are enabling solutions that enhance the entire customer journey, including productized AI-powered customer service tools and self-service features.



Priorities for me in Improved customer experience include (Select all that apply)

Behind the scenes, companies are prioritizing the data collected at each touchpoint to optimize predictive analytics to improve experience and ensure employees have a customer's "full story" for a better experience.



Expert Insight

Generative AI-powered solutions and advanced analytics tools for CX aren't just hype anymore—they are fundamental for success. Businesses that haven't invested in AI will inevitably fall behind on productivity and customer satisfaction. Generative AI capabilities with unified communications and omnichannel contact centers are helping CX workers get more done, while deeper analytics on customer sentiment and engagement are enabling CX workers to strengthen customer relationships and offer more personalized experiences. If your customers haven't started exploring AI for CX yet, consider opening the conversation by asking: What are their primary goals for improving customer experience over the next year? How do they envision AI helping them achieve these goals? What are their competitors doing with AI in CX?

What's Next: Top Emerging Tech Trends



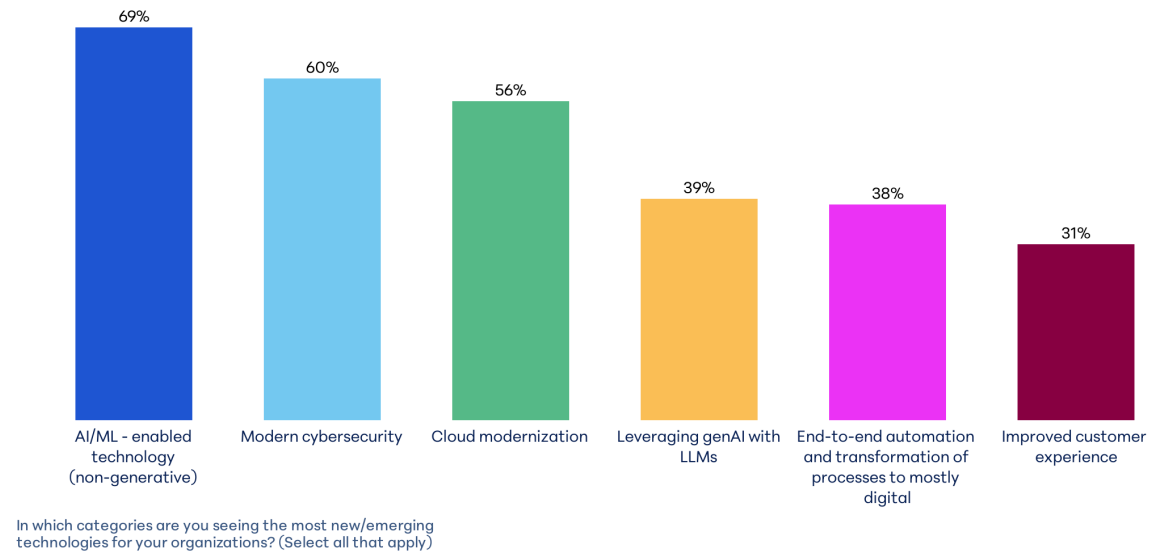
Top Emerging Tech Trends:

IT Leaders Are Focused On Scaling AI and Securing Their Business for Growth Ahead

While many generative AI implementations like ChatGPT, Jasper, and Copilot are already gaining traction, the focus on non-gen AI like predictive analytics and business forecasting is set to further enhance efficiency and performance. As AI investments grow, leaders recognize the importance of advanced cybersecurity to protect sensitive data across diverse environments. Hybrid cloud strategies complement these efforts by providing a secure, scalable infrastructure that balances innovation with robust security.

IT BUYER SURVEY

Where IT leaders are seeing the most new/emerging technologies in their organization



AI as Enablement Technology

60% of IT buyers indicated AI/ML-enabled tech as the top category for continued exploration and investment, and a strategic imperative for addressing ongoing productivity and efficiency challenges, driving innovation, and maintaining competitive advantage.

While AI may have been considered a shiny and mysterious siloed technology not so long ago, it is clear that leaders understand the vast potential benefits of integrating AI capabilities into existing systems and creating more efficiencies within them across the entire ecosystem.



The video player interface features a blue header with the Telarus logo and the title "AI and CX – What Are the Latest Trends Telling Us?". Below the header, two speakers are shown in a split-screen format against a black background. A large blue play button is centered between them. The bottom of the player has a blue bar with the names and titles of the speakers.

TELARUS

AI and CX – What Are the Latest Trends Telling Us?

Jason Lowe
Telarus Solution Architect - AI & CX

Sam Nelson
Telarus VP of CX

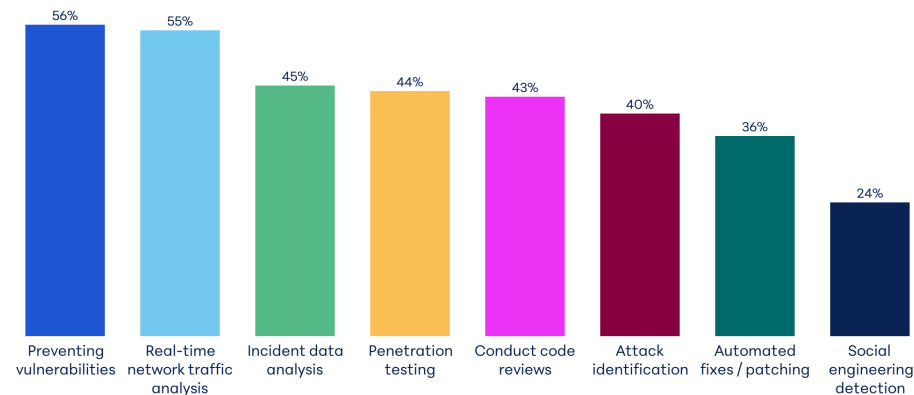
Modern Cybersecurity

To combat the growing sophistication of cybercrime, **60%** of IT leaders are looking toward AI-enabled cybersecurity technologies that can enhance efficiencies and reduce staff burden for critical tasks such as real-time data loss prevention and network traffic analysis.

Over half (**56%**) plan to invest in AI for cyberattack prevention and real-time traffic analysis to monitor activity. While implementing technologies to minimize common cyber threats is a must, unfortunately, no one is immune from every breach. Customers should also consider creating a post-breach response plan.



IT BUYER SURVEY
AI plays a leading role in future cybersecurity implementations



Priorities for me in Cybersecurity include (Select all that apply)

Over half plan to invest in AI for cyberattack prevention and real-time traffic analysis to monitor activity.

Cloud Modernization

Nearly half (**45%**) of IT buyers indicated cloud modernization as a priority for addressing future scalability, security, and cost-management goals. However, some differences in mid-market versus large enterprise cloud strategies are worth noting. Over the next 2 years, mid-market organizations are placing a higher priority on shifting their legacy tech stacks to the cloud for cost-efficiency and productivity gains, despite data exposure risks with new AI implementations.

Large enterprises, who have matured faster in the cloud, have more resources and skill sets to continue to modernize and optimize based on specific needs, including shifting workloads to various on-prem and multi-cloud infrastructures. Most will prioritize improving their legacy network and cloud connections, driving more edge computing-based architecture with these infrastructures.

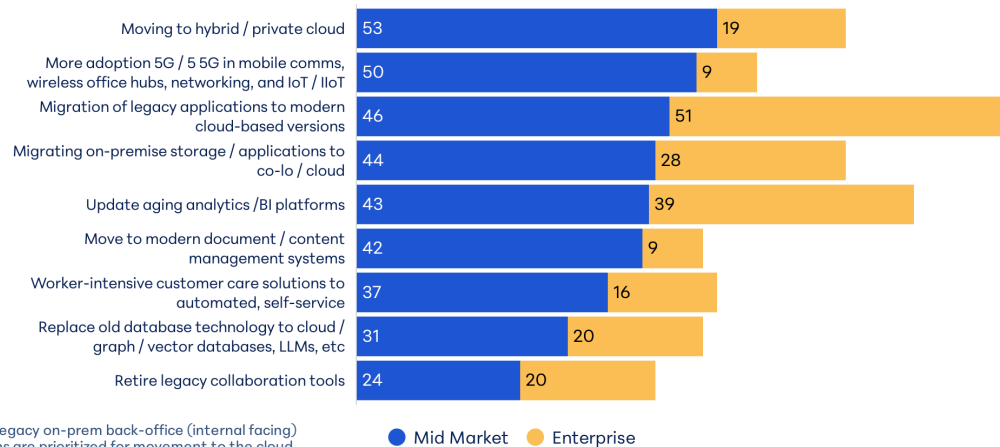


Koby Phillips, VP of Cloud for Telarus, provides more insight into cloud opportunities for mid-market customers.



TECH ADVISOR SURVEY

Mid-market enterprises prioritize moving legacy back-office solutions to the cloud over next 2 years; large enterprises are further along in their cloud modernization journey



Which legacy on-prem back-office (internal facing) solutions are prioritized for movement to the cloud in the next 18-24 months? (Select all that apply)

Expert Insight

There is no one-size-fits-all approach for cloud modernization strategies, especially when it comes to mid-market versus large enterprise needs. As a trusted advisor, you have an opportunity to help both groups evaluate their workload needs and help them choose from the leading cloud providers who have proven, flexible solutions to meet evolving business challenges. The key is to understand their current tech stack and where they want to go next. How do their cloud projects relate to other IT initiatives and what is the desired overall impact on the organization?

The Rising Importance of the Technology Advisor: Key Findings and Opportunities



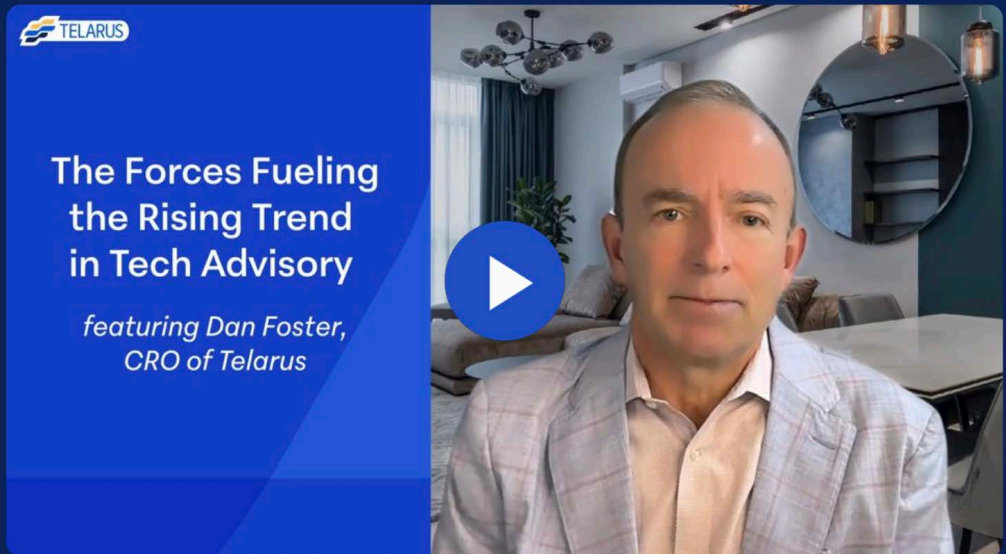
Calling All Technology Advisors:

The Time is Now to Take a Bigger Share of the Advanced Technology Market

Tech advisors have an opportunity to guide IT decision makers more than ever before, especially for mid-market companies that have more limited in-house resources and expertise with increasingly complex AI and cybersecurity decisions. **Nearly all of mid-market respondents (92%) are interested in meeting a new technology advisor.**

Even though advisory through the channel is still underutilized – nearly half of mid-market companies and three-fourths of enterprise respondents currently utilize the channel for 50% or less of their tech buying - the majority of IT leaders are open to partnering with new technology advisors who have deep expertise in sought-after technology solutions.

This trend mirrors Gartner's projection of a **10% increase in IT services spending in 2024** as companies aggressively seek out external IT consulting services to access specialized skill sets that are in short supply internally.³

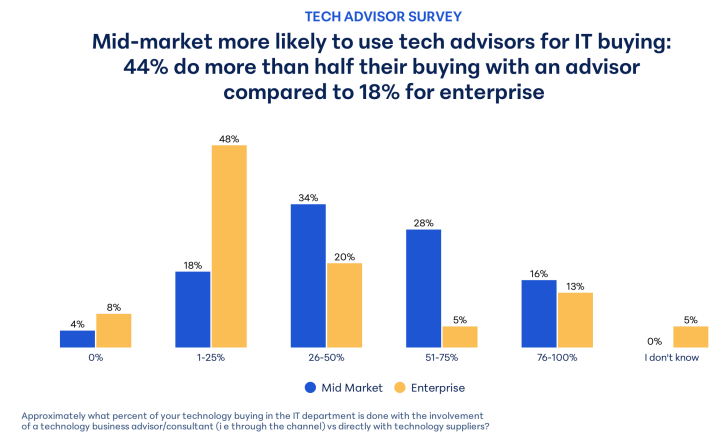
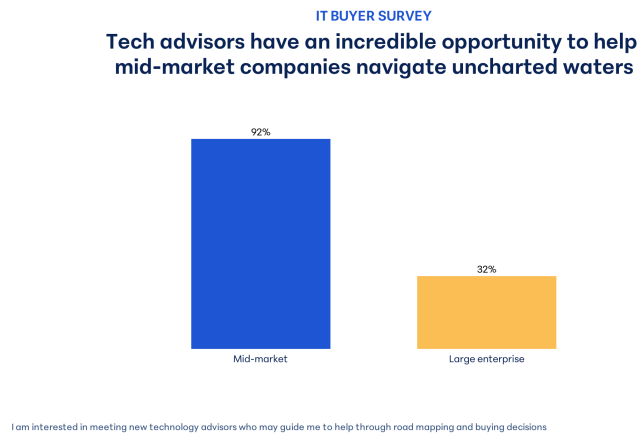


Opportunity #1:

Capitalize on the Growing Demand for Tech Advisory

92% of mid-market respondents said they were interested in meeting a technology advisor to guide buying decisions.

Additionally, one in three enterprises shared this interest.

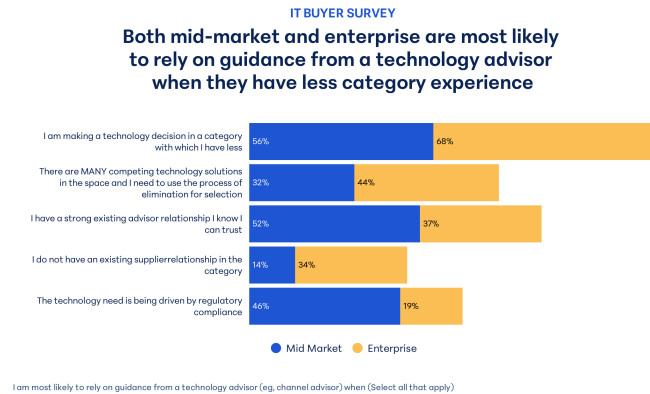


While enterprises indicated less buying in the channel than mid-market companies, Y-O-Y data indicates a growing interest in partnership: Only 8% of enterprise buyers said they are not likely to use an advisor at all, compared to 18% in 2023. This trend will likely continue as the digital landscape grows more complex.

Opportunity #2:

Hone Your Specialization and Expertise

Technology advisors who differentiate themselves with specialized category and supplier expertise will rise to the top for buyers looking to invest in new practice areas.



The top three reasons respondents would be most open to meeting a new tech advisor underscores the value buyers continue to place on partners who can differentiate their expertise in evolving technology markets.



Technology advisors should clearly articulate their specific depth of expertise in their sales messaging and positioning. Case studies, leave-behinds, and other content that showcases unique approaches and successful results in highly sought-after practice areas are powerful tools to “show” versus “tell” differentiation.

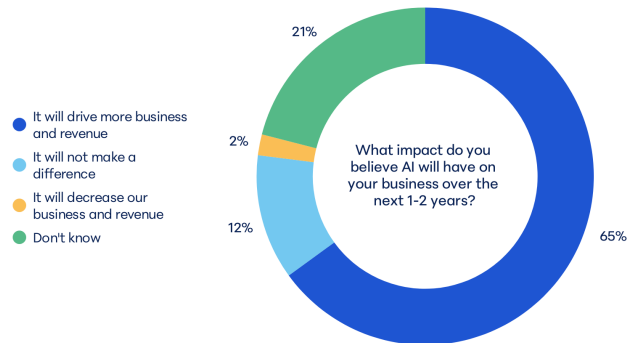
Opportunity #3:

Embrace the AI Revolution

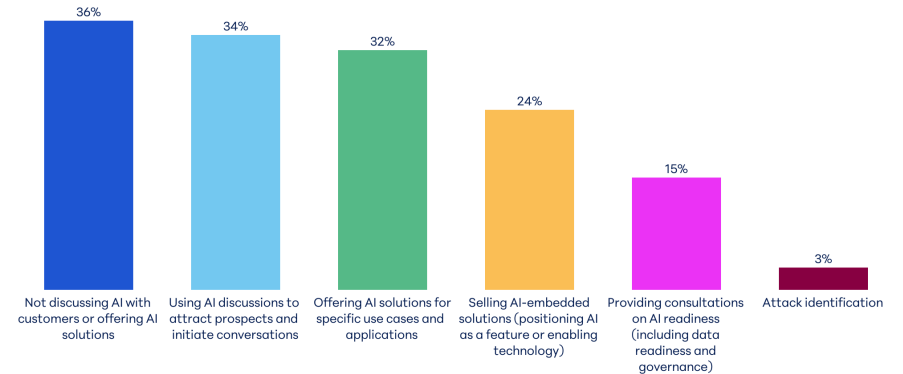
Technology advisors are poised to be an invaluable asset in guiding organization-wide AI strategies. **87% of surveyed IT buyers** indicated that AI is the #1 area they would welcome a new advisor for help, and **65% of surveyed technology advisors** believe AI will drive more of their business and revenue over the next 1-2 years.

However, only one-third (34%) of tech advisors said they are using AI to attract prospects, and only one-quarter (25%) are selling AI-powered solutions.

TECH ADVISOR SURVEY
65% of technology advisors believe AI will drive more business and revenue over the next 1-2 years



TECH ADVISOR SURVEY
1 in 3 technology advisors say they are not discussing AI or offering AI solutions



In what ways is AI integrated into your sales process? (Select all that apply)



Expert Insight

Advisors who aren't discussing AI opportunities when meeting with potential or current clients risk getting left behind. You can be instrumental in helping organizations address key adoption concerns by connecting your clients with the right providers who have already established proven AI-enabled offerings in high demand practice areas like customer experience and cybersecurity.

New to selling AI? Boost your knowledge with these resources!

[VISIT RESOURCES PAGE](#)



Opportunity #4:

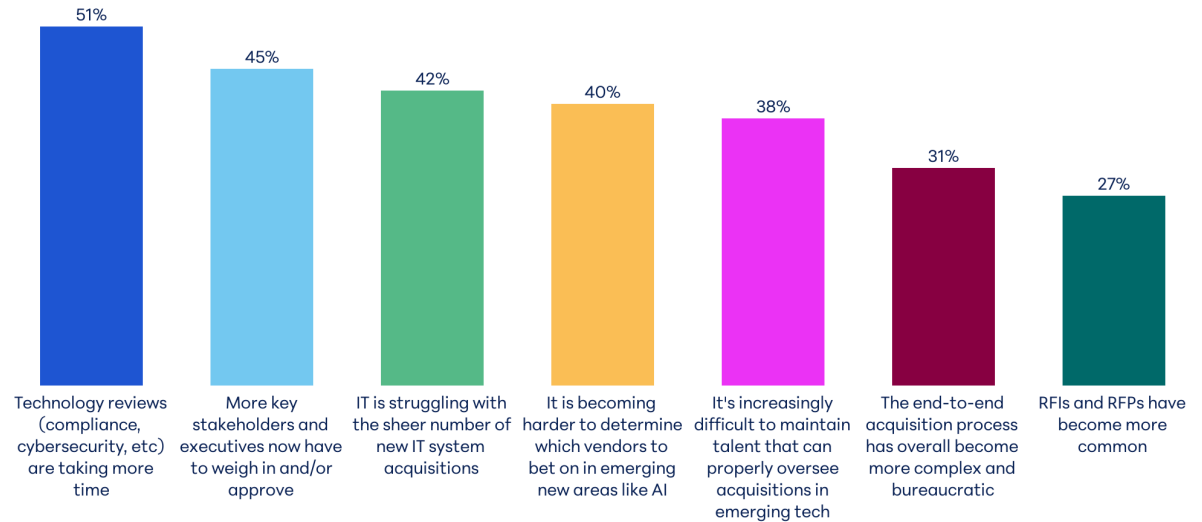
Become a Hero for Today's Procurement Woes

The IT procurement process is only becoming more complex and time-intensive as decision-makers juggle supplier identification and management, navigating vendor contracts, and keeping pace with rapid advancements all while managing budget constraints and talent shortages.

Technology advisors can continue to differentiate their business by helping IT leaders streamline decision-making processes and providing objective assessments of technology solutions.

IT BUYER SURVEY

How the IT procurement has become more challenging in the last 2 years



How has the IT procurement and acquisition process become more challenging for you in the last 2 years? (Select all that apply)

51%

of IT leaders are struggling with more prolonged and intricate procurement

40%

find supplier identification more difficult in emerging areas like AI

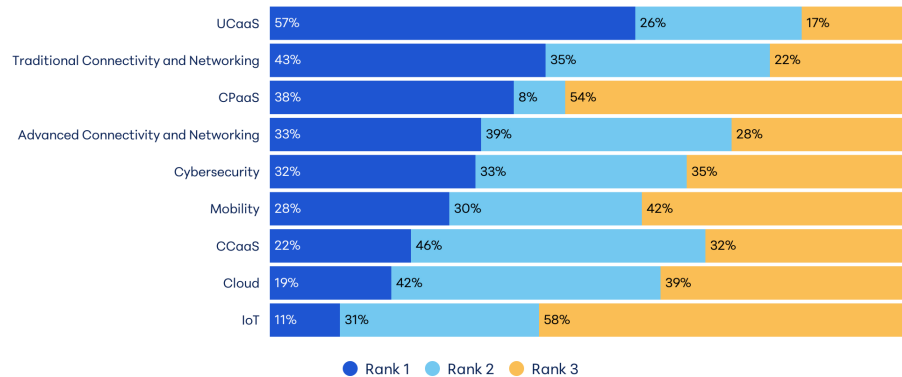
Opportunity #5:

Lean into New Technologies to Supplement Your Core Go-to-Market

Despite the growing interest in AI, cybersecurity, UCaaS, and traditional networking are established revenue categories for technology advisors. These practice areas were the largest revenue drivers last year and this year. They also had the greatest percentage share in annual revenue both years.

TECH ADVISOR SURVEY

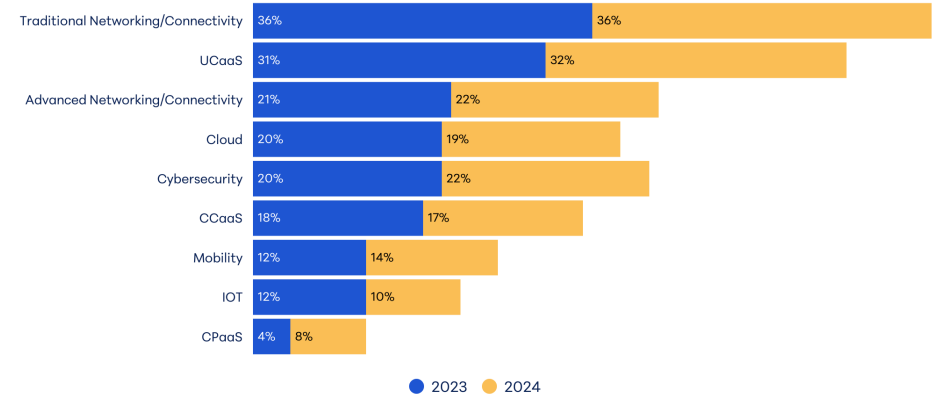
UCaaS and traditional networking were largest revenue drivers in the past year (mid-2023 to mid-2024)



Which technology solutions have most significantly driven revenue for your business in the past 12 months? Please rank the top three in order of impact

TECH ADVISOR SURVEY

Average revenue share by practice solution remains similar Y-O-Y

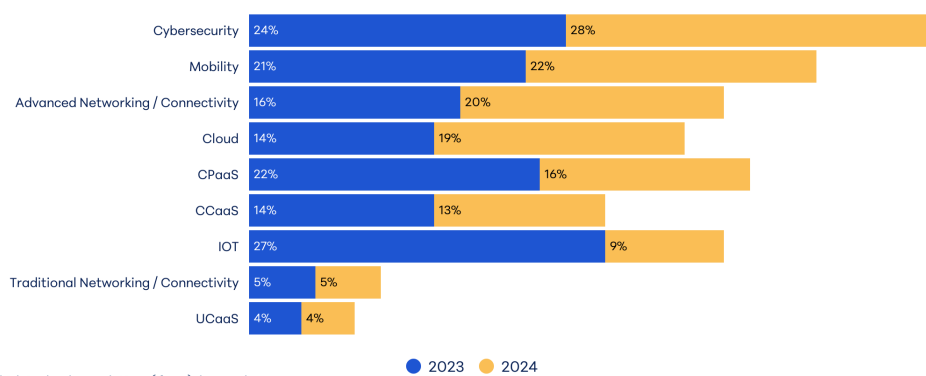


What is the approximate percentage share of each of the following technology categories in your company's annual revenue?

Technology advisor respondents indicated that they plan to expand their portfolios in cybersecurity, mobility, and advanced networking over the next two years. This expansion is driven by their expectation that customers will prioritize replacing legacy technology, increasing productivity, and reducing costs. Note these perceived customer challenges mirror some of the key buying drivers indicated in the IT decision-maker survey.

TECH ADVISOR SURVEY

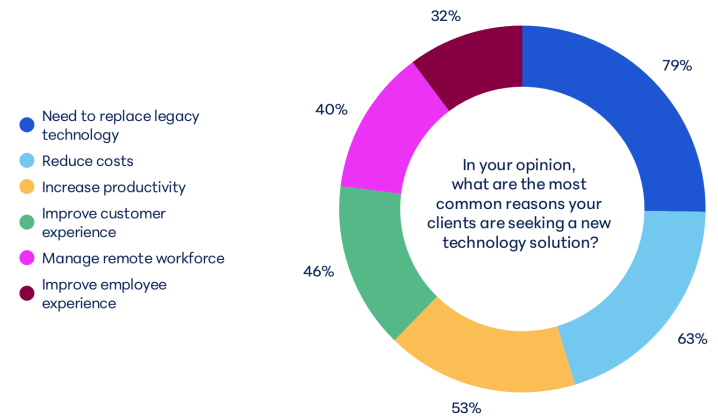
Plans to add to portfolio have shifted year over year:
Cybersecurity, mobility, and advanced networking
take the lead



Which technology solutions (if any) do you plan to add to your portfolio in the next two years? (Select all that apply)

TECH ADVISOR SURVEY

Leading reasons advisors believe their clients are seeking new technology solutions



In your opinion, what are the most common reasons your clients are seeking a new technology solution?

Conclusion + Recommendations



Conclusion

Today's top tech buying decisions are increasingly driven by the imperative to balance rapid innovation with cost management. AI adoption, cybersecurity, and elevated customer experiences are at the forefront, reflecting a clear shift towards leveraging advanced technologies for competitive advantage. However, this evolution introduces complexity and new challenges, making the procurement process more demanding.

Because of these challenges, organizations of all sizes need tech advisory more than ever. The trend shows IT leaders are willing to invest in outside services in areas where they lack expertise, resources, and/or staffing capacity – especially in AI and cybersecurity. To take full advantage of this opportunity, technology advisors should deepen their expertise in these emerging areas and become trusted partners who can simplify decision-making and demonstrate clear ROI.

By leveraging these insights, you can engage more confidently with customers, offering tailored solutions that address their specific needs and concerns. Prioritize clear communication of your unique expertise, and don't be afraid to explore new technology areas with confidence. By working with Telarus, you have access to a technology services distribution ally that helps you and your customers source, purchase, and implement the right technology for the greatest impact.

All you need to do is start the conversation with your customers. As you identify the overall business outcomes they want to achieve, the rest will fall into place. You have the business support, breadth of suppliers, and educational resources to get you to the finish line. Now is the time to act—help your customers succeed and position yourself as an indispensable partner in their digital transformation journeys.



Before you go...see next page for sales recommendations! →

Recommendations

Turn these trends into business-winning opportunities for you and your customers.

Click on the image to download our full list of actionable recommendations!



Actionable Recommendations

From the 2024-25 Telarus Tech Trends Report

IT buyers are more open to advisory than ever before. Elevate your depth of expertise in new practice areas where they are seeking the most help.

From navigating a dizzying array of new AI, CX, and cloud solutions and wading through increasingly complex procurement processes, to meeting increased board room pressure to deliver comprehensive cybersecurity strategies, IT leaders are struggling to keep up. Technology advisors who differentiate themselves with specialized category and supplier expertise will rise to the top. Take advantage of the robust education resources, sales tools, and expert architects available to you through the channel to boost your confidence and success in new practice areas. Clearly showcase your depth of expertise in your company positioning, case studies, and leave-behind materials.

Seize the moment to become THE established AI advisor for your customers.

With the AI arbitrage comes fear and uncertainty. Repetitive tasks, defined standard operating procedures, and remote work are areas where automation will play a key role going forward. Add a tight labor market into the mix, and organizations are seeking annual cost savings from AI. Expect more questions as your customers and prospects progress from exploration to AI augmentation across key areas of their business. Start with these foundational questions:

- When/where do you want to insert a human?
- Do you have enough data to get to a level of precision that stakeholders will trust?
- Have you assigned an internal AI champion for governance and compliance?

For customers who are open to AI adoption but not sure where to start, explore the "low hanging fruit!"

The more productized the AI application, the better. Don't be afraid to explore proven use cases in the following practice areas where your customers are likely already looking to boost productivity and efficiency.

For example:

- CX: Virtual agents/chatbots, data analytics, real-time agent assist
- Cloud: Resource allocation, software deployment, robotic process automation, application performance monitoring
- Cybersecurity: Real-time traffic analysis, attack identification, penetration testing, rapid response

Position cybersecurity as a business imperative

Cybersecurity is a top issue driving current IT investments -- second only to AI adoption -- a trend fueled by the increasing frequency and severity of cybercrime incidents across all industries.

As cyber threats advance, IT leaders recognize the importance of robust offensive and defensive cybersecurity measures to protect their organizations. Emphasize that cybersecurity is not just a technical necessity but a business imperative. Encourage your customers to explore AI-driven solutions for threat detection and prevention.

For example, AI can analyze vast amounts of data to identify unusual patterns and potential threats in real-time, enhancing their ability to respond swiftly and effectively. Help clients assess whether they truly need custom AI models or if their needs can be met with existing technologies. This can save resources and ensure they leverage proven, reliable solutions. This is an incredible time to help your clients strengthen their cybersecurity defenses and be better prepared for the evolving landscape of cyber threats!

Identify cost-cutting strategies that leave room for innovation

Mid-market and large-enterprise customers are prioritizing cost-cutting and operational efficiency for the time-being. But organizations can't stand still if they want to grow. Working with advisors, they can pay for growth initiatives as they find cost savings. Replacing costly legacy systems and siloed technology to optimize workloads is paramount in funding innovation for transformational projects.

Find opportunities to help your customers consolidate spending, such as bundling best-of-breed capabilities into platforms. You play a crucial role in understanding the nuances of what each provider offers and how to get the most cost-efficiencies as we move back to platforms and suites.

Re-think cloud strategies to align for efficiencies and targeted benefits

The scope of cloud strategies has expanded significantly over the past several years, incorporating infrastructure across enterprise private clouds, multiple public clouds, and at the edge. Not every application and data workload belong in the public cloud. Whether you are working with mid-market customers who are still in "lift-and-shift" mode, or with larger enterprises who are further along in their hybrid cloud journey, the best way to guide them in today's cloud market is through targeted, use-case-driven cloud investments.

By helping them understand their individual application strategies, you can help identify the right cloud modernization strategy at the pace they need for their innovation goals while managing costs and risk.

Additional Resources



Additional Resources to Help Your Advisory Business

Want more of our thinking? Check these out:



AI Guide for Advisors

Decode AI and real-world business applications.



Cybersecurity Guide

Empower your customers to outsmart today's cybercriminals.



Telarus SolutionVue

Explore self-guided sales assessments for AI, cyber, and more. (Account login required)



Events Calendar

Join us for upcoming virtual and live education events.



Telarus University

Master complex sales processes through customer education.



Next Level BizTech Podcast

Tune in for high-impact tech discussions with host Josh Lupresto.



Telarus Resources

Stay in the know with our latest blogs, eBooks, and more.

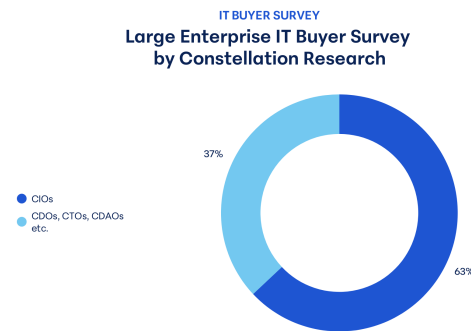
Methodology



Survey Methodology & Demographics

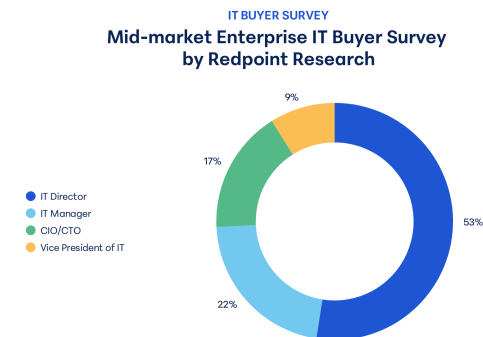
This report was commissioned by Telarus and conducted by two independent research firms. Constellation Research's large enterprise survey consisted of their elite Business Transformation 150 annual inductees of top global digital IT executives (CXOs).

Redpoint Research surveyed a panel of mid-market enterprise IT decision-makers, as well as technology advisors from Telarus' database of multi-industry partners serving US-based SMB, mid-market, and enterprise companies. All three studies were administered in May 2024.



Large Enterprise IT Buyer Survey by Constellation Research

- 152 respondents: Constellation BT150 panel of Fortune 500 and Global 2000 CXOs. 63% were CIOs, the remainder an equal mix of CDOs, CTOs, CDAOs, etc.
- Company size: 1000+ employees
- Majority US-based
- Survey conducted at 92% confidence, +/- 4% margin of error



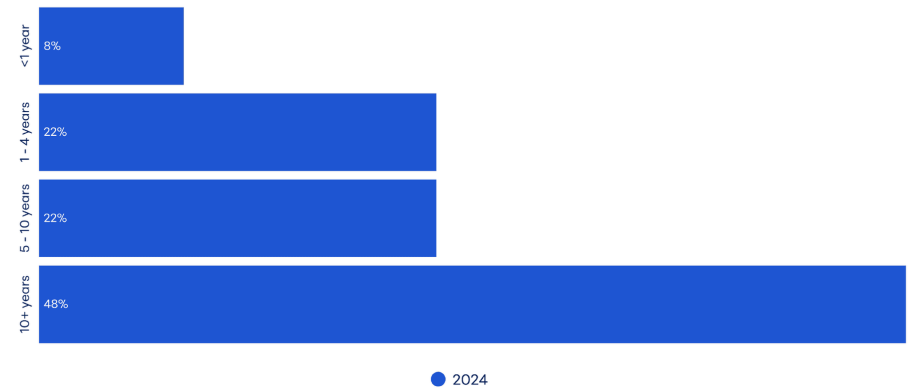
Mid-market Enterprise IT Buyer Survey by Redpoint Research

- 268 respondents: 53% IT Director, 22% IT Manager, 17% CIO/CTO, 9% Vice President of IT
- Company size: 250-1000 employees
- US-based
- Survey conducted at 95% confidence, +/- 5% margin of error

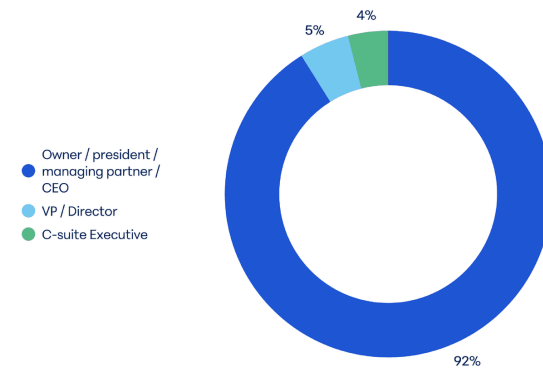
Telarus Technology Advisor Survey by Redpoint Research

- 515 respondents: Telarus technology advisors
- 92% Owners/Presidents with multiple functions (e.g., management, sales, operations)
- US-based
- Respondent qualifiers: C-suite executives, business owners, or VPs carrying out management, operations, sales, and/or engineering functions (marketing and finance included only if multiple functions reported)
- Survey conducted at 95% confidence, +/- 3% margin of error

IT BUYER SURVEY
48% have worked within the Channel for 10+ years



IT BUYER SURVEY
92% of respondents owner/president/
managing partner/CEO



About Telarus

Telarus, a premier global technology services distributor, has devoted over two decades to driving technology advisor impact and growth through deep market insights and experience, a partnership focus, and a comprehensive set of services, solutions, and tools. With a focus on collaboration with advisors and suppliers, Telarus enables technology advisors to source, purchase, and implement the right technology for the greatest impact.

www.telarus.com

Sources:

1. Constellation Research
2. Statista. *Statista: Estimated annual cost of cybercrime in the United States from 2017 to 2028*. 17 July 2023. <<https://www.statista.com/forecasts/1399040/us-cybercrime-cost-annual>>
3. Hill, Emily. *Gartner's 2024 IT Forecast: The GenAI Revolution Sparks Spending Surge*. <<https://nationalcioreview.com/articles-insights/business/gartners-2024-it-forecast-the-genai-revolution-sparks-spending-surge/>>

