

# 2024 DEX Trends & Predictions

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SURVEY CONDUCTED BY VANSON BOURNE



# Introduction

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Teaming up with Vanson Bourne, a renowned independent research firm, we surveyed 2,000 ITDMs (IT Decision-Makers) and Office Workers across multiple work sectors and four major markets (the U.S.A., the U.K., France, and Germany).

Access the full **State of the DEX Industry report [here](#)**.

Access the **Country Analysis report [here](#)** and the remaining **Work Sector reports [here](#)**.

Our survey data offers a unique layer of context for IT when analyzing their own digital workplace. Overall, the results from our research highlight a strong desire for better DEX Management technologies and strategies.

We hope this data helps inform your technology purchases, hiring needs, and end-user plans.

## Inside This Report

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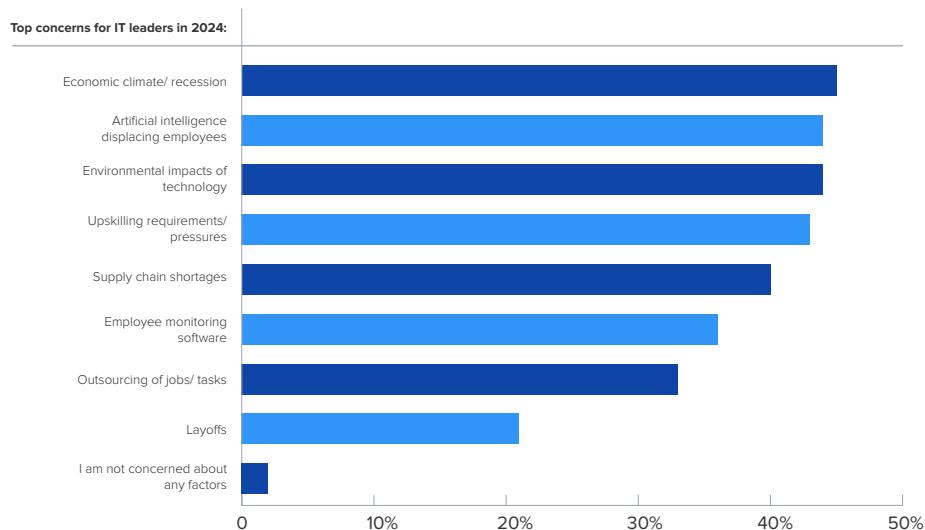


# IT's Biggest Concerns

We predict that IT teams will encounter a combination of economic uncertainties, technological advancements, and workforce-related challenges in 2024.

## Q5. Thinking about your organization as it heads into next year (2024), what factors are you most concerned about?

(Base: IT Decision-Makers)



Our advice?

The smartest way ITDMs can handle their problems is to focus on what's best for the employee. The person behind every device should be the maxim by which IT operates.

For example, cutting costs is important, but some costs are fundamental to protecting (and enhancing) the Digital Employee Experience. Therefore, whatever the opportunity cost might be, IT should always ask itself “does this decision ultimately help or damage the employee experience?”

Similarly, decisions regarding the latest advancements in AI should take into consideration whether investing in that technology improves IT's services and the rapport it has with employees. Are there any annoying, manual tasks that you can pass to an AI technology? Would that purchase release your brightest L1 agents to focus on more creative, future-focused projects? Those are the types of questions ITDMs should weigh.

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# Budgets (2024-2025)

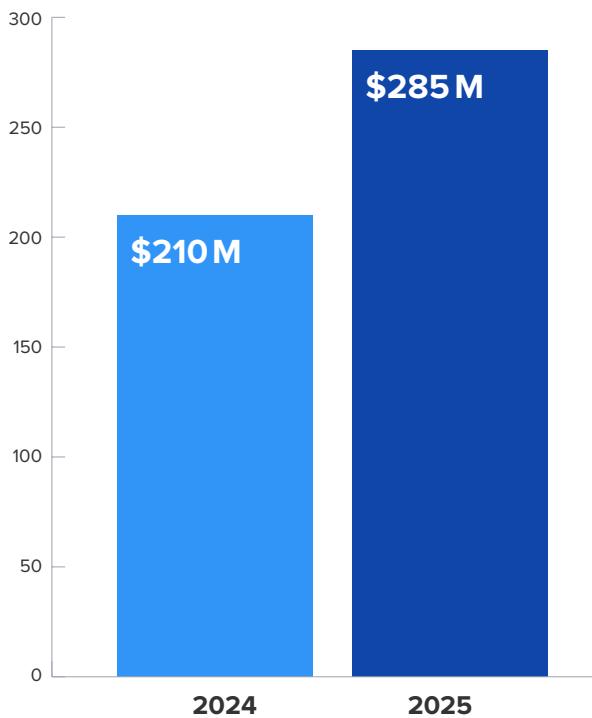
The average budget in 2024, as reported by ITDMs, is expected to be \$210M. By 2025, we predict the average budget will increase by 36% (to \$285M).

This anticipated increase can be attributed to several factors including evolving market dynamics, heightened competition, and a growing reliance on advanced technologies (such as artificial intelligence, cloud computing, and cybersecurity measures).

In our survey, 82% of ITDMs underscored a renewed focus on ROI after reporting they plan to remove/replace at least one of their newer technologies (purchased in the last 12–24 months).

## Q6. How much (in US\$) do you expect your organization's IT department's budget to be in each of the following timeframes?

(Base: IT Decision-Makers) - In 2024, Average (millions, USD)  
(Base: IT Decision-Makers) - In 2025, Average (millions, USD)



**36%**

Increase in average annual IT budgets

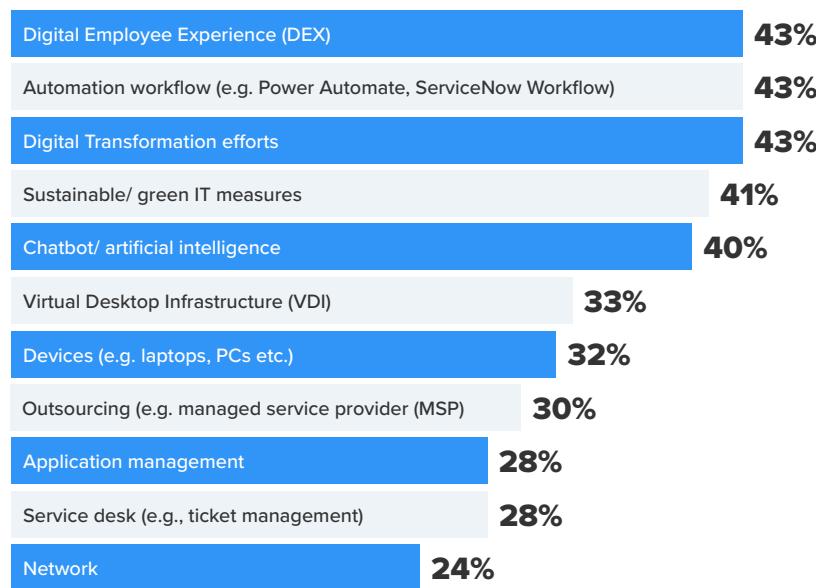
# Investment Plans

Nearly all ITDMs (99.6%) will invest in key areas related to the digital workplace in 2024 and unsurprisingly, Digital Employee Experience (DEX) tops the list, alongside Automation Workflow (e.g. ServiceNow) and Digital Transformation Efforts.

More and more IT leaders are realizing tools like Nexthink can help return a faster ROI and free up time for L1 and L2 agents. When every dollar and line of code matters, DEX is a viable option for EUC teams to proactively fix nefarious workplace problems and create a positive rapport with employees.

## Q7. Thinking ahead to 2024, what areas does your organization's IT department plan to increase investment, or invest in?

(Base: IT Decision-Makers)

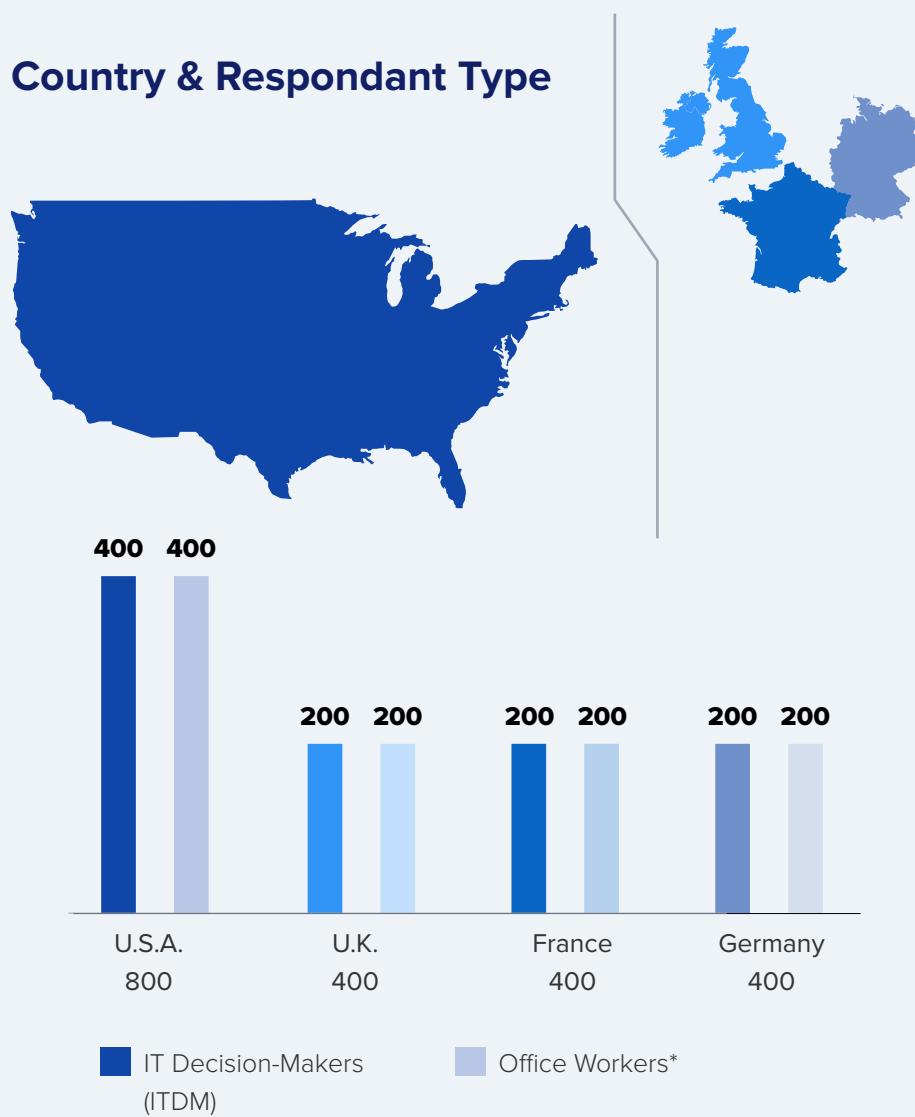


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# About the Survey

Teaming up with Vanson Bourne, we interviewed 1,000 Senior IT Decision Makers and 1,000 Office Workers\* during summer 2023. In a few instances, we've compared results with similar questions used in our 2019 survey (The Experience 2020 Report) which included a sample size of 3,000 ITDMs and Office Workers (split evenly).

## Country & Respondent Type



Respondent type is based on both functional area and seniority of respondent.

\*Office Workers: employees from any non-IT function and any seniority level. Includes in-office, hybrid and remote workers.

## ABOUT NEXTHINK

Nexthink is the global leader in Digital Employee Experience management. The company's products allow enterprises to create highly productive digital workplaces for their employees by delivering optimal end-user experiences. Through a unique combination of real-time analytics, automation and employee feedback across all endpoints, Nexthink helps IT teams meet the needs of the modern digital workplace.

Have questions about the Nexthink platform?

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