



KPMG UAE tech report 2022

How tech leaders are
shaping the future of business



With record-high confidence, global organizations are reaping the rewards of digital transformation

A pivotal time for the tech industry



Rising costs, economic uncertainty, geopolitical fractures and a global talent crisis have created arduous conditions for today's businesses

The KPMG UAE tech report 2022 reveals that to protect market share and win new business, tech leaders are turning to new and emerging technologies to strengthen customer loyalty and enhance their products and services



Tech maturity is growing



of UAE leaders are planning to invest in the metaverse within the next five years

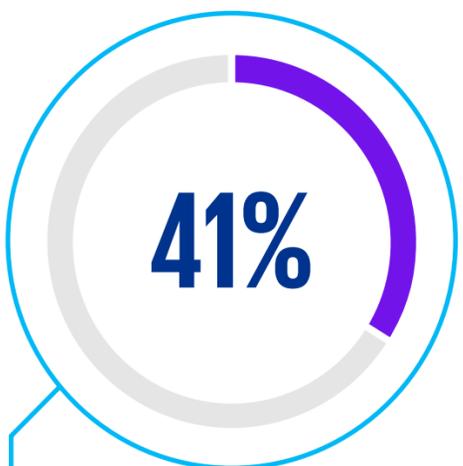


are planning to outsource to or partner with third parties to deploy metaverse and Web3 technologies



Cloud adoption is surging

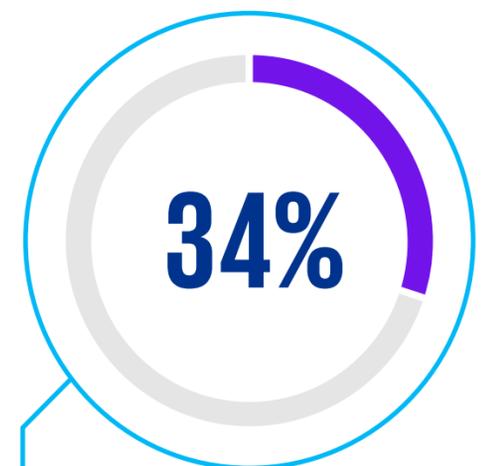
On average, half of enterprise workloads are already in the cloud, yet there are three main challenges that organizations are facing in their cloud journey:



cited security and compliance requirements



cited insufficient talent and/or skills



cited cultural resistance



Top investment priorities over the next 12 months include

60%

Customer experience

53%

Intelligent automation

50%

Application modernization



Digital transformation drivers

63%

aim to drive growth, efficiency and resiliency

53%

want to improve enterprise agility and modernization

55%

aim to drive growth, efficiency and resiliency

45%

are intent on increasing customer centricity



Functional areas benefiting the most from digital transformation



50%
Finance



50%
Marketing,
Sales and
Service



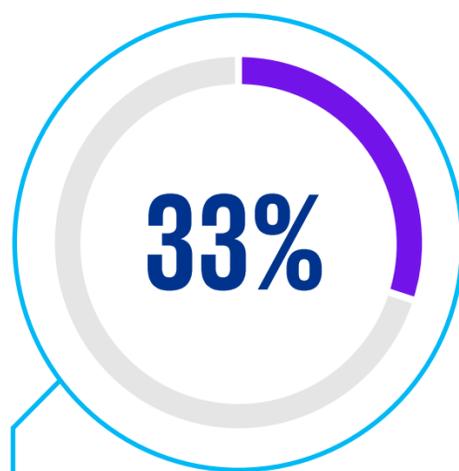
44%
Risk and
Compliance



Digital technology adoption



say there is a lack
of capable talent



say there is
sub-optimal data
management



cite a lack of skills
within their own
organization

Download the full survey results and discover how KPMG can help with your digital transformation

www.kpmg.com/ae
www.kpmg.com/om

Follow us on:



@kpmg_lowergulf

The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation

© 2022 KPMG Lower Gulf Limited, licensed in the United Arab Emirates, and a member firm of the KPMG global organization of independent member firms affiliated with KPMG International Limited, a private English company limited by guarantee. All rights reserved.

Publication number: 4399

Publication date: October 2022

Designed by Creative UAE