

Reflecting on IT Trends in 2024 and What to Expect in 2025

Explore the key IT insights of 2024 and uncover the trends shaping 2025

2024 INSIGHTS: Information, Security, Data, and AI

The IT landscape in 2024 has continued to evolve at a rapid pace. Leaders in these areas have adapted to technological advancements and emerging challenges, ensuring their organisations remain competitive and resilient.



STRATEGY & OPERATIONS

IT leaders focused on strategy and operations in 2024 have prioritised aligning technology with business goals to ensure agility and efficiency. Key trends include:

- **Adoption of Low-Code and No-Code Platforms:** According to Gartner, over 70% of new applications will utilise low-code or no-code platforms by 2025. These tools enable faster development cycles, empowering teams to innovate without extensive technical expertise.
- **Operational Resilience:** Organisations are investing in robust digital ecosystems to withstand disruptions. This includes embracing cloud-native solutions, optimising workflows, and leveraging predictive analytics to mitigate risks.
- **Sustainability Integration:** Strategy leaders are embedding sustainability into operational plans, incorporating energy-efficient technologies to meet environmental, social, and governance (ESG) objectives.

KEY INSIGHTS

Successful IT strategy leaders in 2024 are those who balance innovation with operational excellence, leveraging technology to drive both profitability and resilience.



SECURITY

The cybersecurity landscape has become increasingly complex, with organisations facing evolving threats and a growing need to protect critical assets. In 2024, IT security priorities include:

- **Zero Trust Frameworks:** Organisations are implementing Zero Trust models, requiring continuous authentication and granular access controls. This approach reduces vulnerabilities in hybrid work environments and cloud-based infrastructures.
- **AI-Powered Threat Detection:** Security leaders are leveraging artificial intelligence to identify and respond to threats in real time. AI-driven solutions can analyse vast datasets to detect anomalies and predict potential breaches.
- **Employee Awareness Programs:** Recognising that human error remains a significant risk, organisations are investing in regular cybersecurity training to strengthen their first line of defence.



KEY INSIGHTS

IT security leaders in 2024 are redefining defence strategies by adopting proactive, AI-driven measures while building a culture of awareness and accountability.



DATA

Data has emerged as a core asset in driving organisational growth and innovation. IT leaders specialising in data and governance are focused on maximising its potential while maintaining compliance and ethical standards.

- **Advanced Analytics and Insights:** Leaders are deploying advanced analytics tools to uncover actionable insights, enabling data-driven decision-making across all business functions.
- **Data Privacy and Compliance:** With stringent regulations like GDPR and CCPA, organisations are prioritising data governance frameworks to ensure compliance and maintain trust with stakeholders.
- **Real-Time Data Utilisation:** The emphasis on real-time analytics has increased, enabling organisations to make immediate, informed decisions and optimise performance in dynamic markets.

KEY INSIGHTS

Effective data and governance leaders in 2024 ensure that organisations harness the full potential of their data assets while upholding privacy and regulatory standards.



ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) continues to revolutionise IT leadership, driving innovation and improving efficiency. In 2024, AI-focused leaders have concentrated on:

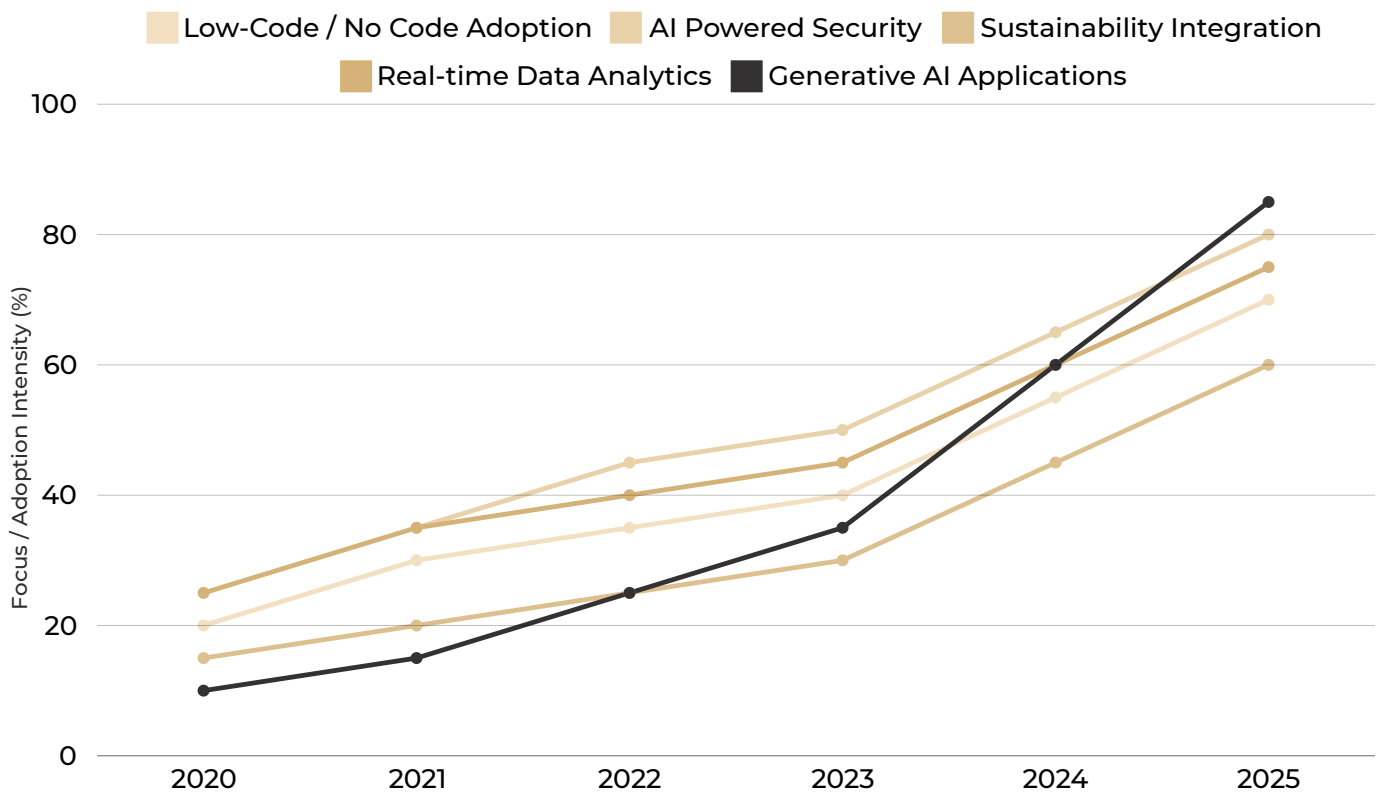
- **Personalised AI Solutions:** Organisations are tailoring AI applications to meet specific industry and organisational needs, from customer service automation to supply chain optimisation.
- **Ethical AI Implementation:** With increased scrutiny on the ethical use of AI, leaders are establishing guidelines to ensure transparency, fairness, and accountability in AI-driven decision-making.
- **Generative AI Applications:** Generative AI tools, such as language models and creative engines, are being adopted to streamline content creation, coding, and even strategic brainstorming.

KEY INSIGHTS

IT leaders focusing on AI in 2024 are leveraging its transformative power to optimise operations and enhance customer experiences, all while navigating ethical and regulatory considerations.

IT leadership in 2024 has been defined by adaptability and innovation.

Leaders have shaped the future by embracing cutting-edge technologies, building resilience, and maintaining ethical standards. As we approach 2025, these areas will continue to play a critical role in navigating a rapidly changing digital landscape.



This series of individual charts showcases the growth trajectories of key IT trends from 2020 to 2025. Each chart highlights how focus areas like Generative AI Applications, AI-Powered Security, Low-Code/No-Code Adoption, Sustainability Integration, and Real-Time Data Analytics have gained momentum, reflecting their increasing importance in shaping the IT landscape. These visuals provide a clear perspective on how organisations are prioritising innovation and resilience over time.

2025 INSIGHTS: What IT Leaders Can Expect

Building on the progress and challenges of 2024, 2025 promises to be a transformative year for IT. Here are the key trends and developments expected to shape the IT landscape:



STRATEGY & OPERATIONS

2025 will see a continued push towards aligning IT with overarching business strategies. Leaders in this area should prepare for:

- **Hyper-Automation Adoption:** The demand for end-to-end automation of business processes will increase, driven by advancements in AI and robotics. Gartner predicts that hyper-automation will become a top priority for IT leaders as organisations seek efficiency gains across all operations.
- **Decentralised Decision-Making:** As organisations embrace hybrid and remote work models, decentralised decision-making tools, supported by AI, will empower localised teams to act autonomously while staying aligned with corporate objectives.
- **Sustainability as a Core Metric:** ESG goals will take centre stage, with IT leaders tasked to measure and reduce the carbon footprint of technology operations. Innovations such as energy-efficient data centres and green coding practices will become critical.

KEY INSIGHTS

Strategy leaders must adopt tools and practices that not only drive efficiency but also align with global trends in sustainability and agility.



SECURITY

The cybersecurity landscape in 2025 will grow increasingly complex as organisations contend with sophisticated threats and a rapidly evolving regulatory environment. IT leaders in security can expect:

- **Quantum-Safe Encryption:** As quantum computing advances, traditional encryption methods will become vulnerable. Organisations will begin transitioning to quantum-resistant algorithms to future-proof their security frameworks.
- **Adaptive AI for Cybersecurity:** AI systems that not only detect but also adapt to emerging threats in real time will become a key defence tool, ensuring proactive responses to evolving attack vectors.
- **Cyber Insurance Evolution:** As the frequency and cost of cyber incidents increase, the cyber insurance market will expand, with stricter requirements for policyholders to maintain robust security protocols.

KEY INSIGHTS

Security leaders must stay ahead of technological advancements while fostering a proactive, rather than reactive, cybersecurity culture.



DATA

Data will remain at the heart of decision-making, but 2025 will bring new challenges and opportunities in governance and analytics:

- **Federated Data Architectures:** Organisations will adopt federated data models, allowing distributed teams to access, analyse, and collaborate on data without centralising it, improving agility and compliance.

- **Focus on Synthetic Data:** As privacy concerns rise, synthetic data— anonymised data generated to mimic real datasets—will see increased adoption, particularly in industries like healthcare and finance.
- **AI-Augmented Data Governance:** AI tools will increasingly be used to automate data classification, ensure compliance, and identify governance gaps, reducing human error and improving efficiency.

KEY INSIGHTS

Data leaders will need to balance the demand for real-time, actionable insights with the necessity of maintaining rigorous governance standards.



ARTIFICIAL INTELLIGENCE

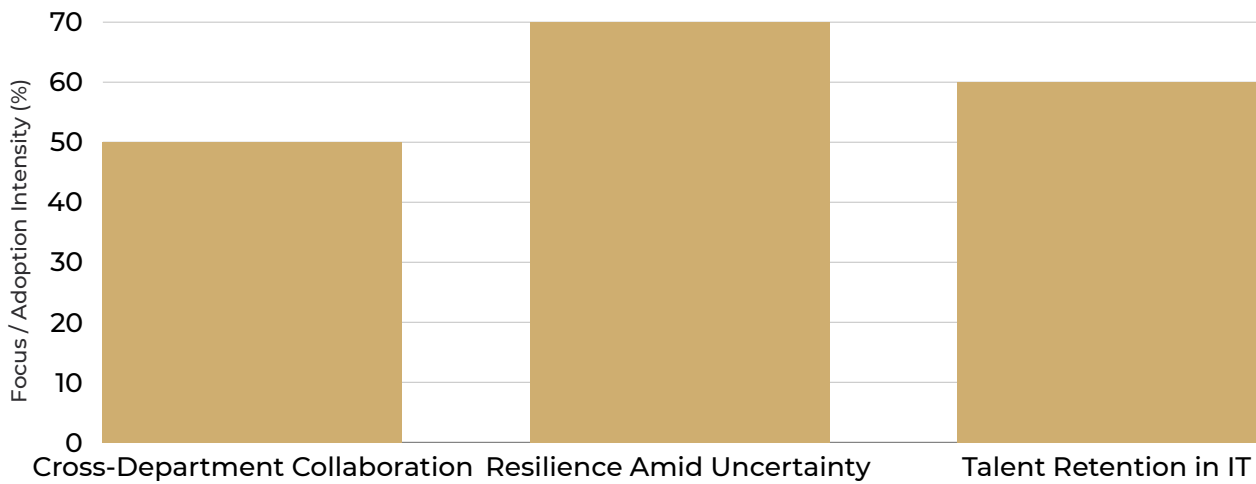
AI will remain a game-changer in 2025, reshaping industries and redefining leadership roles. Key trends include:

- **AI Democratisation:** The availability of user-friendly AI tools will enable non-technical teams to leverage AI in their workflows, driving innovation across departments.
- **Regulatory Frameworks for AI:** Governments and industries will implement stricter regulations for AI usage, with a focus on transparency, fairness, and accountability, requiring leaders to navigate compliance effectively.
- **Generative AI in Strategy:** Generative AI tools will move beyond creative functions to play a role in strategic decision-making, such as forecasting, resource allocation, and market analysis.

KEY INSIGHTS

AI leaders must focus on scalable, ethical implementations while exploring new applications that drive organisational value.

In 2025, IT leaders across Strategy & Operations, Security, Data & Governance, and Artificial Intelligence will need to embrace technological advancements while navigating new challenges in sustainability, regulation, and talent. By staying ahead of these trends, leaders can ensure their organisations thrive in an increasingly complex and dynamic digital environment.



This chart highlights key emerging opportunities for IT leaders in 2025, including cross-department collaboration, building resilience amid uncertainty, and prioritising talent retention, reflecting their critical role in driving organisational success.

2025 INSIGHTS: Emerging Opportunities Across All Domains

As IT continues to evolve, 2025 presents a range of overarching opportunities that span multiple domains, offering leaders the chance to drive organisational growth and innovation. These opportunities focus on creating more integrated, resilient, and talent-rich ecosystems that are prepared to adapt to a dynamic global landscape.

1. Cross-Department Collaboration

The siloed approach to IT is being replaced by cross-functional partnerships. Collaboration between IT and other departments fosters faster decision-making, greater innovation, and alignment with organisational goals. Leaders should leverage shared analytics tools, real-time dashboards, and training programs to promote cooperation.

2. Resilience Amid Uncertainty

Global unpredictability - geopolitical tensions, economic shifts, and climate disruptions - requires IT systems that can withstand shocks. Resilient solutions like hybrid cloud models, disaster recovery protocols, and predictive analytics are essential for business continuity and adaptability to changing conditions.

3. Talent Retention in IT

The growing demand for skilled IT professionals makes retaining talent a top priority. Flexible work environments, professional development programs, and clear career paths are key to keeping employees engaged and motivated, ensuring the continuity and success of IT strategies.

By fostering collaboration, resilience, and talent retention, IT leaders can create agile, innovative, and future-ready organisations. These efforts are essential for addressing today's challenges and building a foundation for long-term success in a rapidly changing technological landscape.