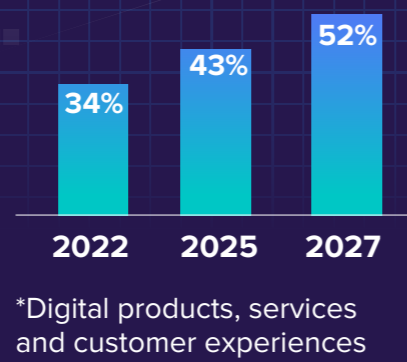


CIO Business Priorities

- #1 Accelerating revenue & profit growth
- #2 Improved sustainability
- #3 Increased business agility & digital business innovation

Digital Revenue-mix



Financial growth, digital innovation and business agility are the key business imperatives for 2023. Sustainability is now among the top three business priorities driven by tangible business outcomes, beyond social responsibility and regulatory compliance catalysts. With inflation no longer raging like in 2022, cost optimization and operational efficiency are no longer among top 3 business priorities, but CxOs remain extremely concerned.



84% of CIOs indicated that the digital infrastructure is mission critical or important to achieve their Digital business goals

Digital Infrastructure Readiness



CIO's Technology Challenges in 2023

- #1 Implement hybrid cloud management platform data and application mobility across clouds
- #2 Modernize legacy server & storage systems for software-powered digital infrastructure
- #3 Lack of IT skills to accelerate digital business agenda

Smarter Data Management Playbook 2023

Data-driven innovation is panacea for digital business success but only 19% of the Asia/Pacific organizations are driving it strategically. Organizations which intend to build sustainable business and competitive advantage need to **modernize and transform their information infrastructure**, addressing **key challenges around data access & quality, data analysis and data protection & cyber resiliency**.



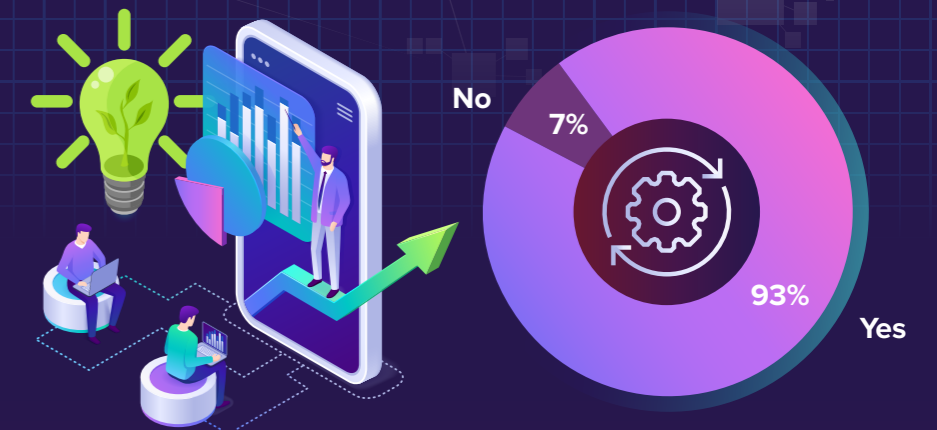
Investments to Drive Data-Innovation

Data management platform for hybrid / multi-cloud is the cornerstone of data-innovation strategy of Asia/Pacific businesses to address myriad data sprawl and data silo challenges. Organizations are looking to address **business agility and resilience demands, leveraging SW-defined storage technologies, platforms and solutions**

Technology Investments: Data Storage / Management



Sustainability Takes Centerstage in 2023



In 2023, Sustainability is no longer just a social branding exercise for Asia/Pacific organizations. With cost-optimization and operational efficiency a key business imperative, improving the utilization of resources is the #1 catalyst

Sustainability Catalysts

- #1 Improve utilization of resources
- #2 Regulatory & compliance requirements
- #3 Attract investments & investors



Blistering growth in data fueled by digital business agenda is creating serious sustainability challenges for Asia/Pacific CIOs, driving investments in **smarter data management solutions** which help **reduce the information infrastructure physical footprint**

Infra /Data Investments Power Sustainability

- #1 AI/ML-based management, provisioning and orchestration software to increase storage capacity utilization levels
- #2 Inline compression & deduplication technologies to reduce storage capacity requirements
- #3 Consolidate departmental and workgroup storage with private cloud