



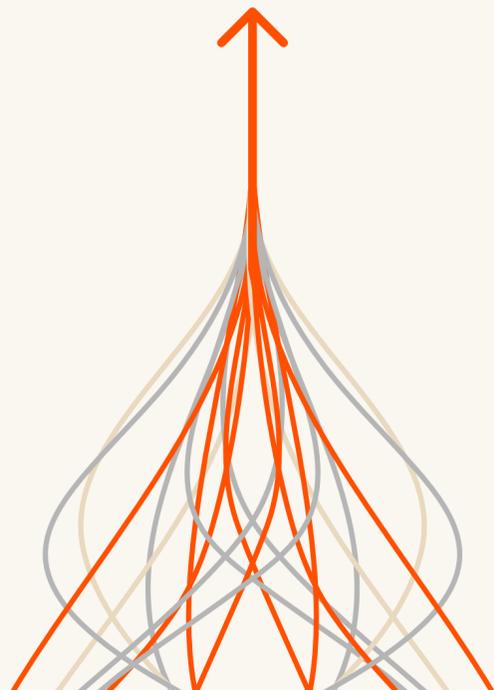
# The Innovation Race Results:

## Top Issues and Concerns from Australia

CIOs and senior IT leaders in Australia that modernise their infrastructure are able to innovate faster with less risk.

*"[...] by getting stuck into visionary projects and driving innovation, we can set the organisation up for long-term growth and a leg up on the competition"*

-Chief Information Officer (CIO),  
Media and Entertainment, Australia

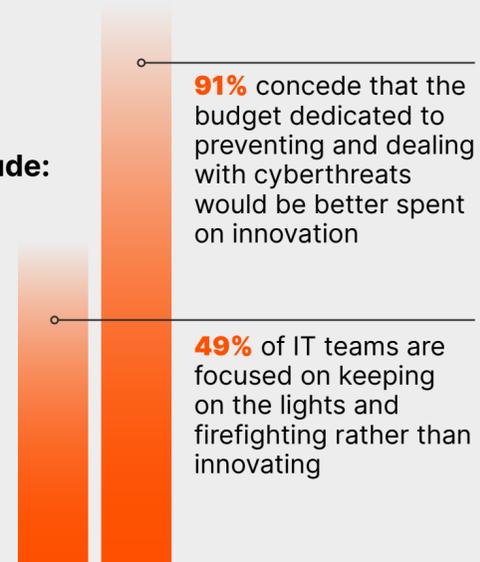


### 01 Organisations are placing a substantial focus on risk management

86% of CIOs and IT leaders surveyed place the reduction of their organization's risk profile as their top priority

#### Risks having the greatest impact include:

- Cyberthreats **41%**
- The management of multiple disparate system environments **33%**
- Technology debt **32%**
- Rising cloud costs **29%**
- Rising energy costs **24%**



### 02 The AI revolution is already underway, with CIOs and IT leaders realigning strategies and releasing budgets to meet it head on

96% of respondents recognise AI as the most substantial opportunity for transforming their organisation, more than any other interviewed country



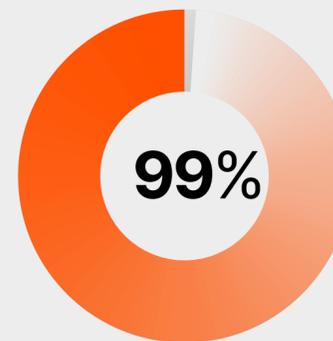
All organisations are either planning, preparing, or currently adopting AI



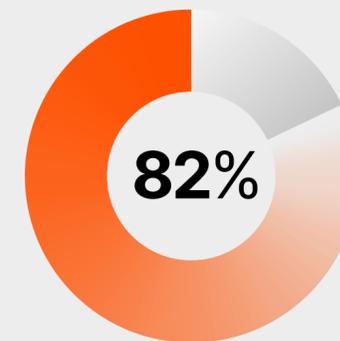
Over half of IT budgets and 58% of organisations' IT departmental time is predicted to be spent on AI efforts in the next year.



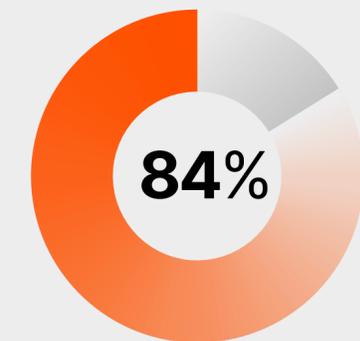
### 03 CIOs and IT leaders must ensure their infrastructure is ready to successfully navigate the AI frontier



99% agree that their organisation's infrastructure **needs improvement** to support risk and innovation



82% are worried that their business will be **left behind** if their infrastructure can't keep up with AI



84% believe that AI-generated data is **likely to outgrow** their organisation's current data centres

**Footnote:** Pure Storage partnered with independent market research agency Vanson Bourne to conduct a research study of 1,500 global C-level (chief information officers, chief technology officers, or equivalent) and decision maker IT respondents in US, EMEA (UK, France, Germany), and APJ (Australia, Japan).

**Ready to win the innovation race? Read the Pure Storage Report.**

[Link to exec summary here](#)

This infographic provides insights from the 200 Australia-based respondents.