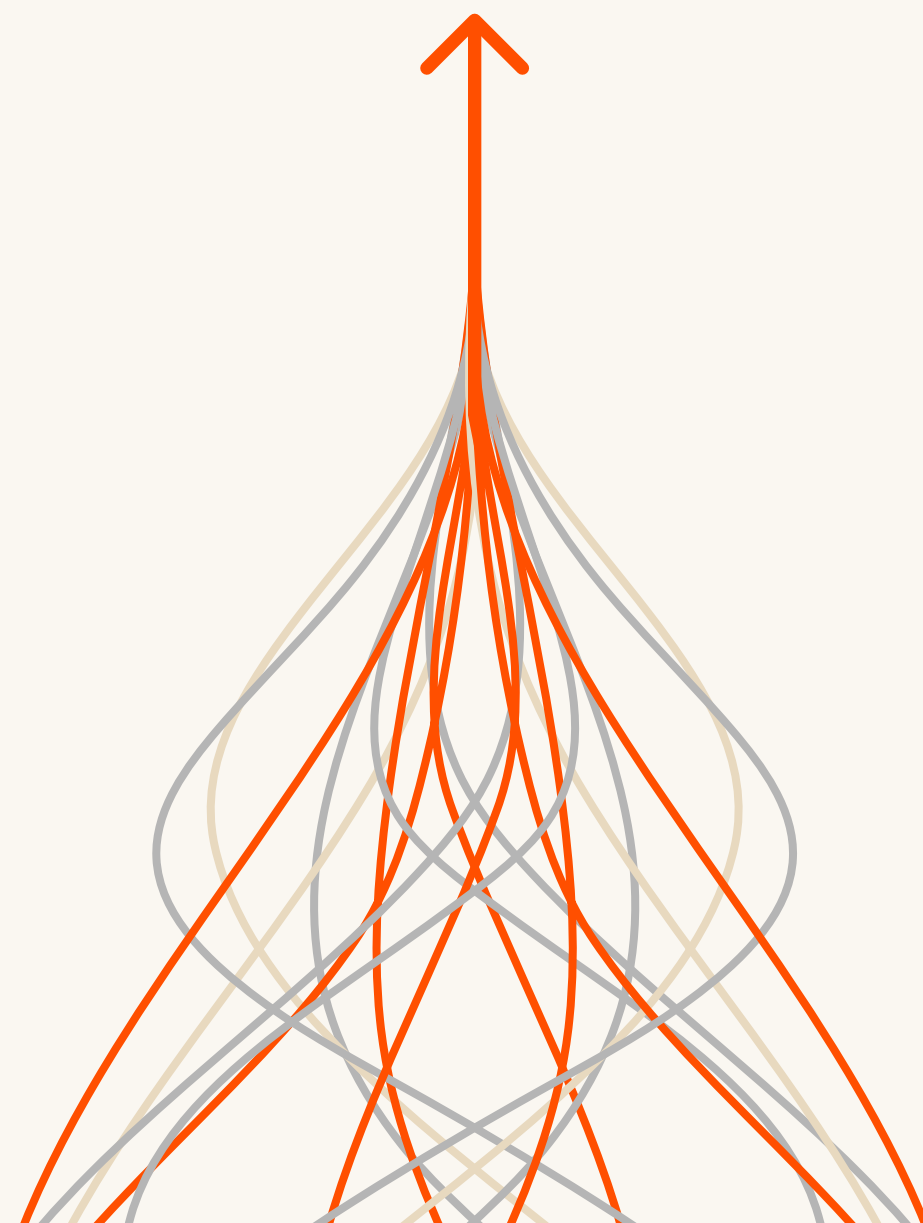




The Innovation Race Results:

Top Issues and Concerns from the UK

CIOs and senior IT leaders in the UK that modernise their infrastructure can innovate faster with less risk.

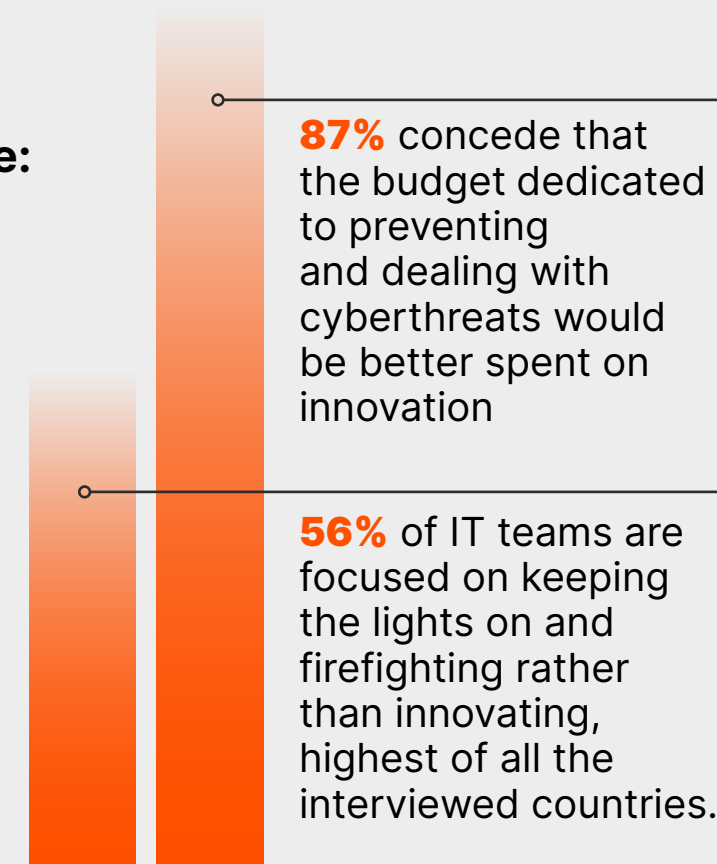


01 Organisations are placing a substantial focus on risk management

87% of CIOs and IT leaders surveyed place the reduction of their organisation's risk profile as their top priority

Risks having the greatest impact include:

- Cyberthreats — 49%
- The talent shortage among IT professionals — 37%
- Technology debt — 34%
- Rising energy costs — 33%
- Rising cloud costs — 31%
- The management of multiple disparate system environments among IT professionals — 30%



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

91% of respondents recognise AI as the most substantial opportunity for transforming their organisation



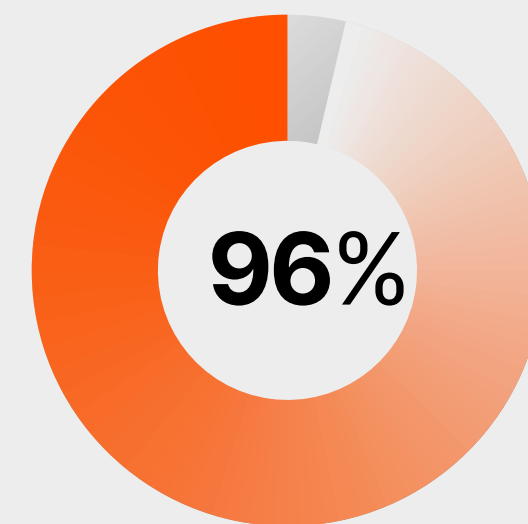
99% of organisations are either planning, preparing, or currently adopting AI



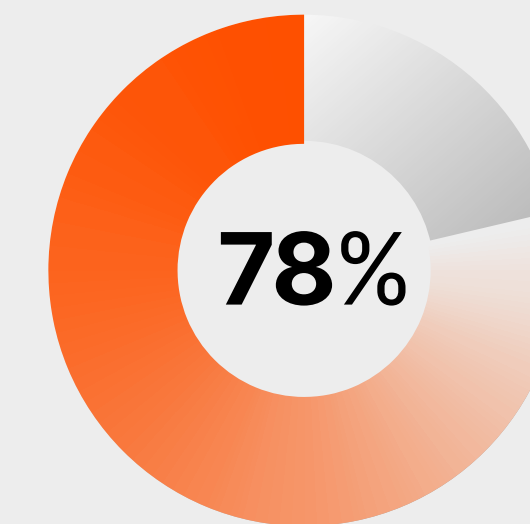
Almost half of IT budgets and 53% of organisations' IT departmental time is predicted to be spent on AI efforts in the next year.



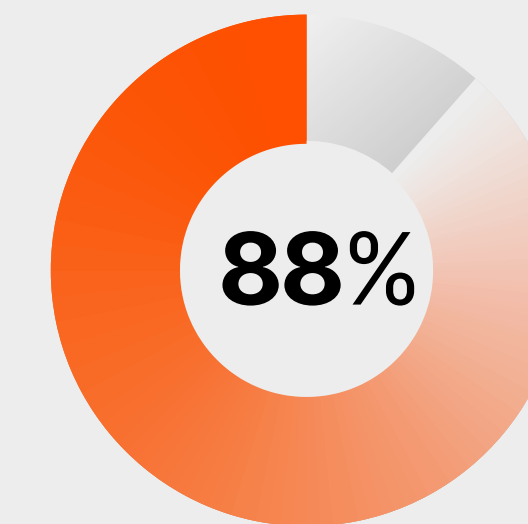
03 CIOs and IT leaders must ensure their infrastructure is ready to successfully navigate the AI frontier



96% agree that their organisation's infrastructure **needs improvement** to support risk and innovation



78% are worried that their business will be **left behind** if their infrastructure can't keep up with AI



88% believe that AI-generated data is **likely to outgrow** their organisation's current data centres, highest across all geographies

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 UK-based respondents.