

## CIOs Agenda for 2022-2023

### DIGITAL TRANSFORMATION

Digital transformation will be the top growth driver in the future. However, it is undeniable that many organizations are having difficulties with the initiatives they have started. CIOs need to review how well their digital transformation efforts align with business goals and KPIs.

### INVESTMENTS IN TECHNOLOGY

Organizations should keep making investments in technologies that improve company value and streamline procedures in the upcoming year. Automation and cloud based rapid development technologies can help CIOs meet their efficiency and growth goals, allowing them to avoid any economic decline. To choose which set of technologies will be the foundation of the firm, CIOs will need to collaborate closely with C-level and other business leaders.

### CUSTOMER EXPERIENCE

Enhancing customer happiness is one of the top business objectives. When evaluating new technologies, CIOs will need to take into account the potential for cost savings and new monetization opportunities associated with providing an improved customer experience.

### IMPLEMENTATION IN AI

Employing adaptive AI, which uses real-time feedback and flexible learning algorithms, offers huge opportunities in understanding the business and reacting to shifting conditions. It gives businesses the opportunity to generate and access fresh data for testing in various settings.

### INVESTING IN TALENTS

CIOs need talent on hand to meet new needs. Technology investment also entails investment in people. Utilizing emerging technology that will help shape the business over the next few years requires either hiring or creating skilled people.

## Outlook

In 2022 and 2023, CIOs will have to strike a balance between enabling innovative services to achieve a competitive advantage and reducing costs.

In order to carry out new business objectives and make crucial choices about tech investments, CIOs are now collaborating with their C-suite counterparts.

**Komax, Tobias Rölz, EVP Market & Digital Services, Member of the Executive Committee**

Digital services – both for employees and customers – are the key to success: The combination of a scalable, cloud-based system landscape, AI technologies, and – most importantly – a sound insight into one's own digital supply chain – with an understanding of where data is created in the company, how it interacts, and how these data can then be used to benefit customers and suppliers – are the basis for good resilience.

**Sieber & Partners, Dr. Pascal Sieber, Board of Directors, Head of CAS Digital Transformation program, University of Bern**

Digital maturity increases resilience in several ways. Digitally mature organizations can design workflows more flexibly (anytime, anywhere), they use software to analyze the situation faster and more precisely (analytics), they have employees who can work perfectly with modern tools (e.g., artificial intelligence), and they open the door to new business opportunities (innovation).

**Marcel Nickler, Multi-board member and digitization expert**

By combining real-time data with artificial intelligence and machine learning, digitization today enables data-driven decision-making and thus contributes significantly to the resilience of a company. This is particularly evident in a difficult economic environment where speed is becoming an indispensable competitive factor.

**Rejhan Fazlic, PwC Director – Head Technology Strategy & Transformation**

The last few years have shown us once again how important it is for companies to remain dynamic, flexible and agile. The ability to adapt quickly to new market situations, to optimize business processes or even to change them is essential. Strategic investment in technology or digitization of one's own capabilities is therefore indispensable, strengthens the company in the short to long term and forms a solid basis for further, future market changes.

**Swissmedic, Daniel Leuenberger, CIO**

The pandemic demonstrated the value of well-coordinated teams of experts to respond adequately and promptly to sudden changes. Digital collaboration in global networks will further extend the reach of our expert teams as well as modern research tools. We are convinced that the use of new technologies along with the necessary competence development will further strengthen our connectivity and resilience in the digital world of healthcare.

**Vigier, Claude Gerber, CIO**

The basis for digital transformation is a strategy with the appropriate technology. Its implementation requires 100% alignment of C-level and management. If this is exemplified top-down with conviction and motivation, then the change proactively takes place. This creates a future-proof foundation for more resilience within the business model and the entire company.

**santésuisse, Dario Mandir, CIO**

The health of employees and the security of systems are paramount, with digitization involving top management to create the conditions to enable continuous innovation in a fault-tolerant culture, even in times of geopolitical challenges. Working independently of time, place and device expands the possibilities of an organization, but at the same time also poses the risk of information overload due to the increased number of collaboration tools. Therefore, neuroscientific findings should be taken into account in the future to enable healthy & focused work.