



**2022 GLOBAL TECH TRENDS SURVEY**

# **The accelerated evolution of digital—a critical time for transformation**

Exploring global digital leaders' views on the trends, challenges and opportunities shaping businesses around the world.



# Table of contents

Click on an option below to jump to the different sections.

## INTRODUCTION

- 3 Executive summary
- 4 Background
- 5 Methodology

## DIGITAL—UNDERPINNING BUSINESS

- 7 Future-proofing priorities
- 8 Threats to business success
- 9 Expanding across geographies
- 10 Planning for digital expansions
- 11 Three-year technology strategies

## CLOUD AND INTERCONNECTION

- 13 Cloud as a component of digital-first strategies
- 14 Multicloud models maintained
- 15 Cloud migration expectations
- 16 A measure of cloud confidence
- 17 A continued need for interconnection

## 5G AND EDGE

- 19 Views on 5G
- 20 Expectations of the digital edge

## EVOLVING TECH

- 22 The evolution of Web3
- 23 Considering service model strategies
- 24 XaaS appeal
- 25 XaaS: What's holding techies back?

## COVID-19

- 27 Digital strategy review
- 28 Investment and workplace adjustments

## SPENDING

- 30 Change in spending: carrier-neutral colocation
- 31 Change in spending: interconnection

## SUSTAINABILITY

- 33 Considering the environmental impact of IT infrastructure
- 34 The sustainability imperative and challenge

## TECH TALENT

- 36 Growing skills challenges for tech
- 37 The biggest skills challenges for business
- 38 Investigating the tech skills gap
- 39 Reskilling workers
- 40 Identifying roles for reskilled workers
- 41 Industry origins of reskilled workers
- 42 Exploring higher education partnerships

## LEARN MORE

- 43 Discover more insights

## CONTACT US

- 44 Questions?



## INTRODUCTION

# Executive summary

As the world continues to face new challenges and navigate uncharted territories, businesses must become ever more agile. Leaders will need the ability to pivot at a moment's notice to position themselves to take full advantage of the opportunities ahead.

To be prepared, they are planning to invest heavily in their digital infrastructure to support expansions into new regions, countries and cities.

Concerns over labor shortages, supply chain challenges and the new hybrid work dynamic are driving a need for more virtualization. As they attempt to regain their footing in the wake of the pandemic and an uncertain economic outlook, businesses must explore more resilient digital infrastructure solutions that drive both cost and revenue benefits for their organizations.

Our Global Tech Trends Survey gathers the opinions of 2,900 IT decision-makers from diverse enterprises across the Americas, Asia-Pacific and EMEA regions, on the current challenges and opportunities they face.

Our fourth iteration of the survey explores everything from the continued impact of COVID-19 on business strategies and spending, the adoption of evolving technologies, and opinions on tech skills attraction and retention.

As we look to what's next, we hope the wealth of data here stands as a useful guide to how IT teams can work to ensure the future success of their companies.

**Karl Strohmeyer**

Chief Customer Officer, Equinix





# INTRODUCTION

## Background

The Equinix Global Tech Trends Survey explores global digital leaders' views on the trends, challenges and opportunities shaping businesses around the world.

The annual survey provides comparisons of IT strategies across regions and countries around key themes, including:

- 5G and edge
- Cloud and interconnection
- Evolving tech
- Impact of COVID-19
- IT spending
- Sustainability
- Tech talent

The commentary and data points cited in this report relate specifically to the results of the Equinix 2022 Global Tech Trends Survey.



## INTRODUCTION

# Methodology



## 2,900 IT decision-makers in 29 markets

Surveyed from March 1, 2022–March 29, 2022



### EMEA

x17 (n=1,700)

Bulgaria, Finland, France, Germany, Ireland, Italy, Netherlands, Nigeria, Poland, Portugal, South Africa, Spain, Sweden, Switzerland, Turkey, United Arab Emirates, United Kingdom



### Asia-Pacific

x7 (n=700)

Australia, China, Hong Kong, India, Japan, Singapore, South Korea



### AMER

x5 (n=500)

Brazil, Canada, Colombia, Mexico, United States





# Digital—underpinning business

In today's ever-changing world, disruption can breed opportunity for businesses willing to embrace change. Prioritizing innovative and, crucially, flexible technology strategies, staying agile in the face of rising security threats, and planning for geographical and digital expansions are some of the ways respondents are positioning themselves to be ready for the next normal.



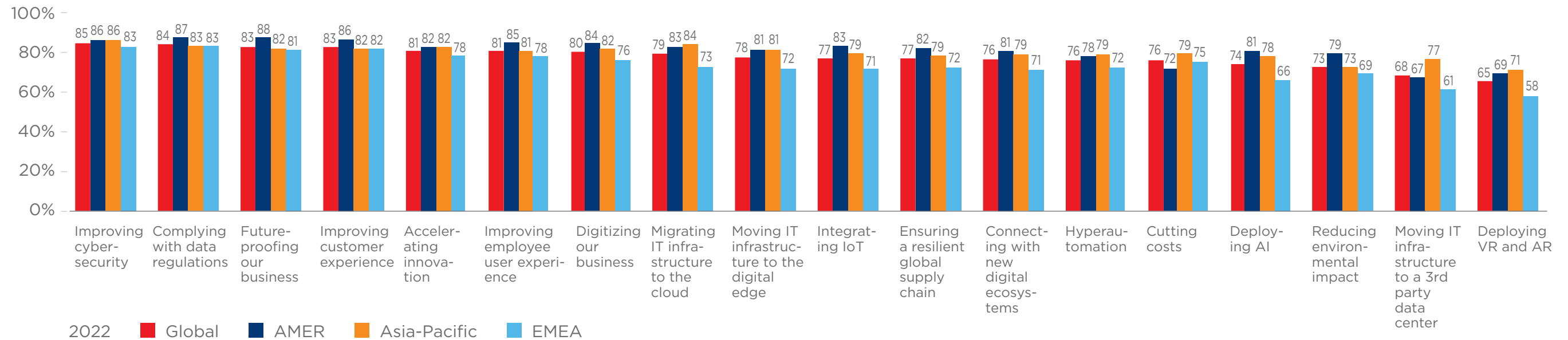


## DIGITAL—UNDERPINNING BUSINESS

# Future-proofing priorities

As companies reinvent themselves in the aftermath of the global pandemic, those that take the opportunity to remake and future-proof their business will pull ahead of rivals. Improving cybersecurity, complying with data protection regulations, future-proofing business, and improving customer experience are the highest priorities flagged by organizations across the globe as they review their technology strategies.

### How much of a priority is each of the following for your organization's technology strategy?



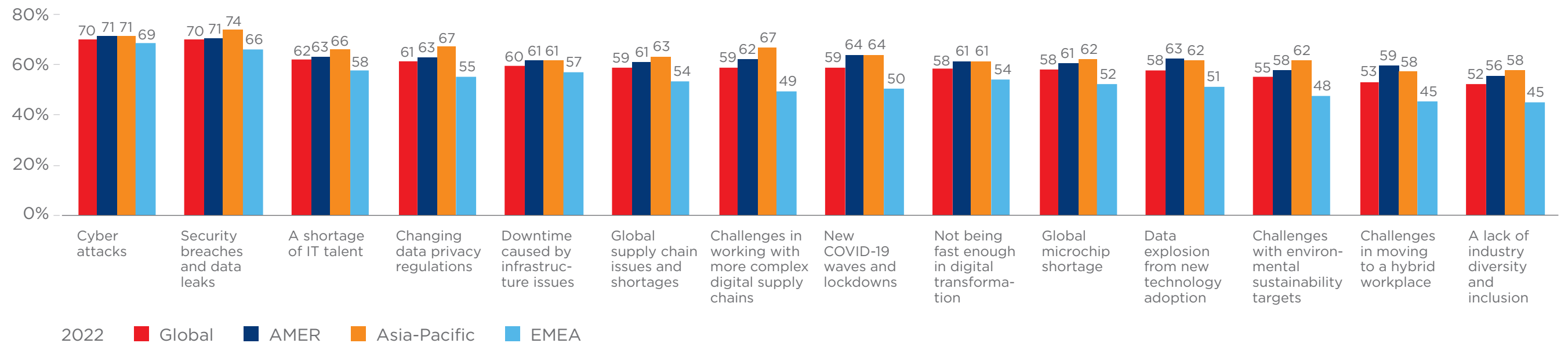


## DIGITAL—UNDERPINNING BUSINESS

# Threats to business success

A volatile, complex world is fueling change at an accelerating pace. Businesses must be one step ahead and ready to pivot at speed. Cyberattacks, along with security breaches and data leaks, are seen as the biggest threats by IT decision-makers across the globe.

**How much of a threat do you consider each of the following to be to your organization?**



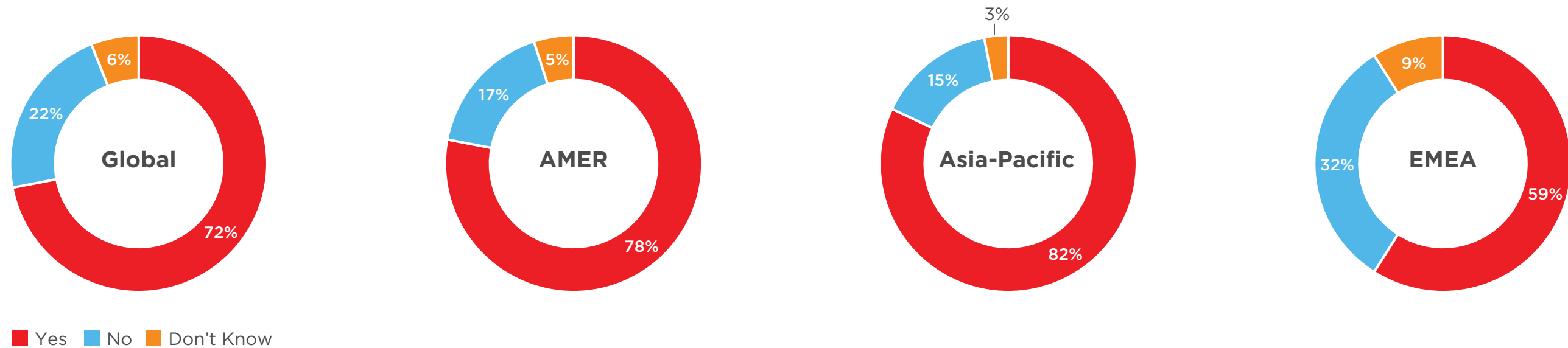


## DIGITAL—UNDERPINNING BUSINESS

# Expanding across geographies

Despite geopolitical trends emerging across the world, businesses still see global expansion as critical to their business success. 72% of respondents are planning expansions into new cities, countries and/or regions over the next 12 months. Companies surveyed in Asia-Pacific are most active in this area, with 82% reporting imminent expansion plans.

**Is your organization planning on expanding geographically in the next 12 months?**





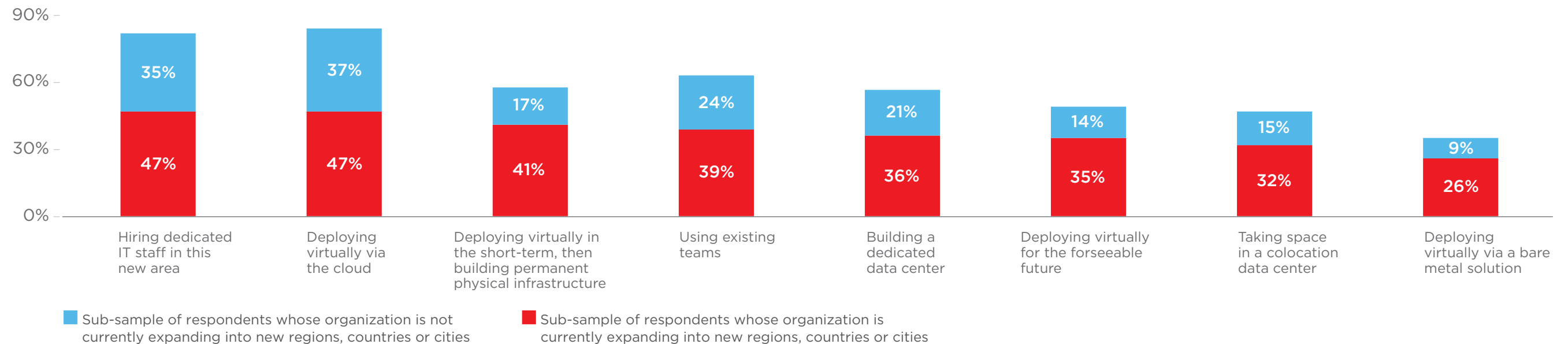
## DIGITAL—UNDERPINNING BUSINESS

# Planning for digital expansions

Globally, nearly half (47%) of digital leaders facing business expansions into new markets plan to support this by hiring dedicated IT staff in the new area or deploying virtually via the cloud.

Among those that are not currently planning an expansion, a similar share say they would deploy virtually via the cloud (37%) or that they would hire dedicated IT staff in the new location (35%) if the opportunity arises.

### How do you plan on supporting this expansion from an IT perspective?





## DIGITAL—UNDERPINNING BUSINESS

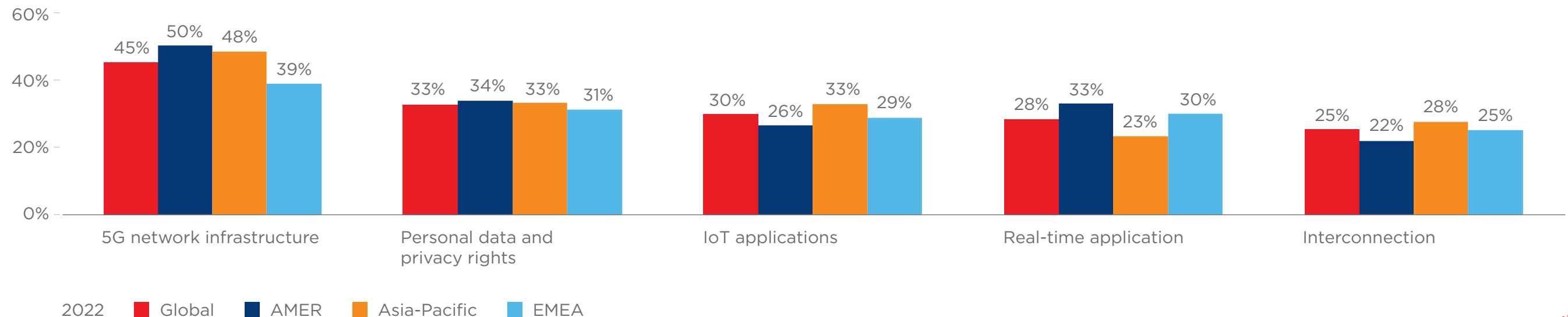
# Three-year technology strategies

The IT infrastructure needs of companies around the world have changed significantly, spurred by an increasingly borderless economy and the growth of latency-sensitive digital applications.

Savvy business leaders have taken the opportunity brought by several disrupters to evolve, taking bold leaps to implement future-proof business models built on technology platforms. Globally, 5G network infrastructure, personal data and privacy rights, and IoT applications are most commonly part of organizations' three-year technology strategies.

5G network infrastructure is a particular priority in AMER, with one in two IT decision-makers reporting it is a part of their organization's technology strategy. Asia-Pacific is not far behind at 48%, and this also comes out on top for EMEA (39%).

**Thinking about your business and workplace in the future, are any of the following part of your organization's technology strategy for the next three years?**





# Cloud and Interconnection

As the digital economy continues to grow, companies are leveraging the many benefits of cloud services and interconnection to help them successfully transform. IT decision-makers across regions detailed their preferred cloud adoption models, their propensity to move more functions to the cloud, and which functions—from databases to business-critical applications—they're planning to move onto the cloud. They also noted a number of ways that interconnection to ecosystems—concentrations of enterprises, partners and providers—is improving their business outcomes.





## CLOUD AND INTERCONNECTION

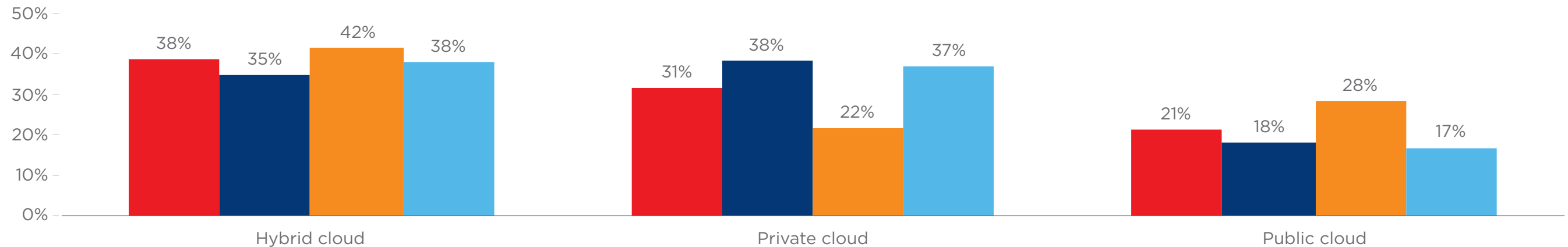
# Cloud as a component of digital-first strategies

As the digital economy continues to expand, companies have recognized the value of harnessing cloud services.

Hybrid cloud models are the most common deployment approach for IT decision-makers across the globe.

There are, however, some significant differences between regions when it comes to cloud deployment, with private cloud being more common in AMER (38%) and EMEA (37%) than in Asia-Pacific (22%), where public cloud is favored (28%).

### How are you deploying on the cloud?



2022 ■ Global ■ AMER ■ Asia-Pacific ■ EMEA



## CLOUD AND INTERCONNECTION

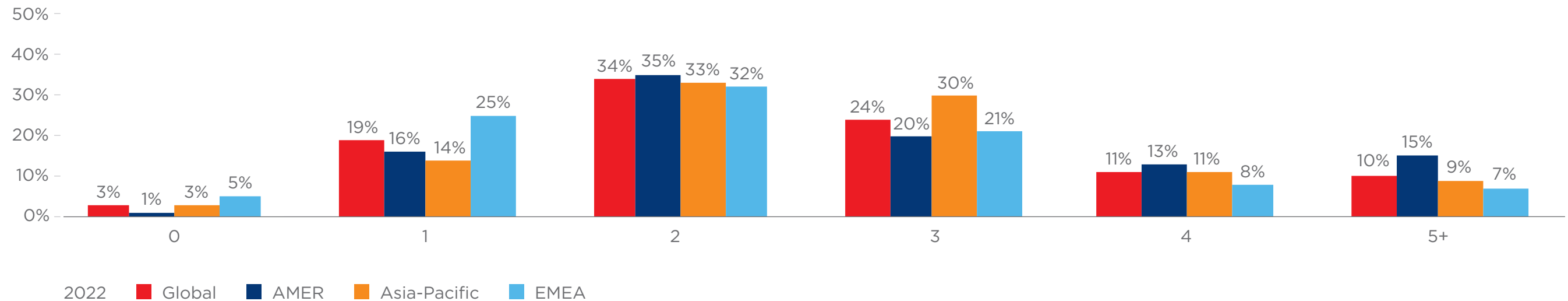
# Multicloud models maintained

Enterprises are deploying multicloud architectures to achieve maximum connectivity and agility as they pivot to meet evolving demands.

The survey shows significant differences across regions when it comes to the number of cloud providers organizations typically work with.

In EMEA, a quarter of IT decision-makers say they work with one provider only, while in Asia-Pacific almost a third (30%) say they tend to work with three providers.

### How many cloud providers do you currently work with?





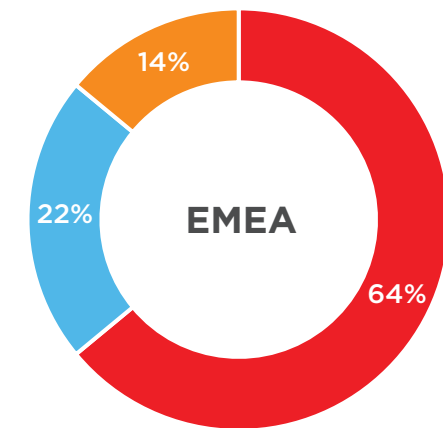
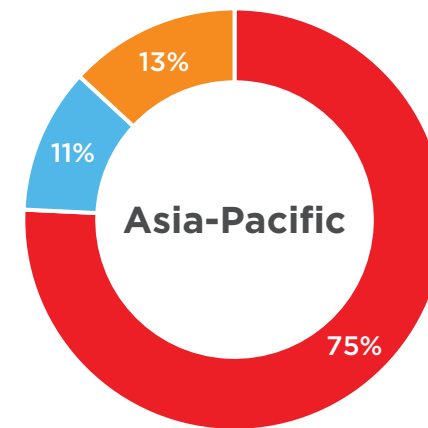
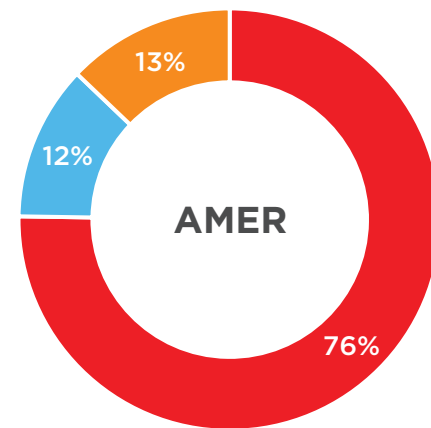
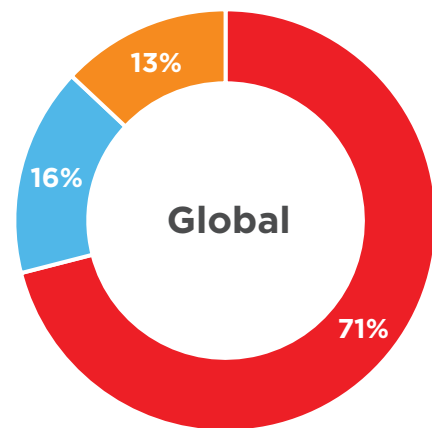
## CLOUD AND INTERCONNECTION

# Cloud migration expectations

Digital leaders must consider both security and performance when moving data and workloads between cloud services and the people and applications that require them.

The majority of IT decision-makers across the globe say their organization is likely to move more functions to the cloud in the next 12 months.

**Thinking about the next 12 months, do you think your organization is likely to move more functions to the cloud, more functions off the cloud, or retain the same number of functions on the cloud?**



■ We will move more functions to the cloud

■ We will retain the same number of functions on the cloud

■ We will move more functions off the cloud





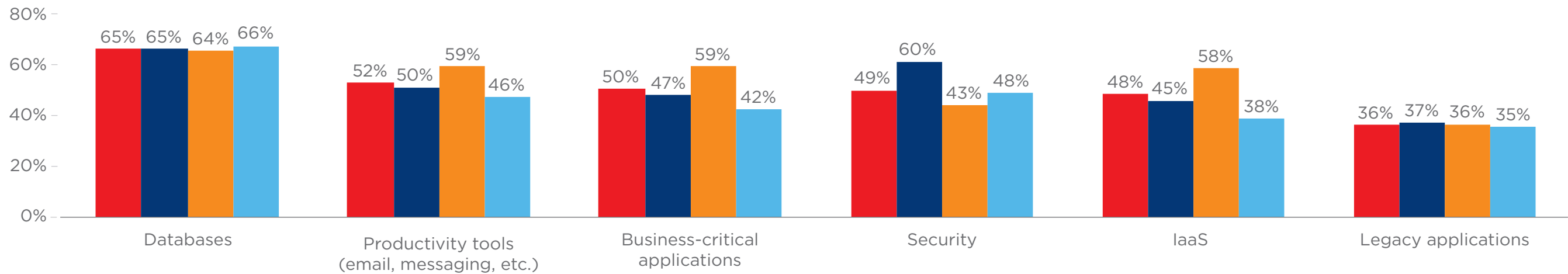
## CLOUD AND INTERCONNECTION

# A measure of cloud confidence

There is no doubt that cloud models play a key role within digital-first strategies. Global tech leaders moving more functions to the cloud are largely planning on moving databases, while around half say they plan to move productivity tools and business-critical applications to the cloud.

There are, however, some significant variations across regions, with a far higher share of IT decision-makers in the AMER region planning to also move security functions onto the cloud (60%). In the Asia-Pacific region, IaaS functions are a focus for a move to the cloud (58%).

### What type of functions do you plan to move onto the cloud?



2022 ■ Global ■ AMER ■ Asia-Pacific ■ EMEA Sub-sample of respondents whose organization will be moving more functions to the cloud



## CLOUD AND INTERCONNECTION

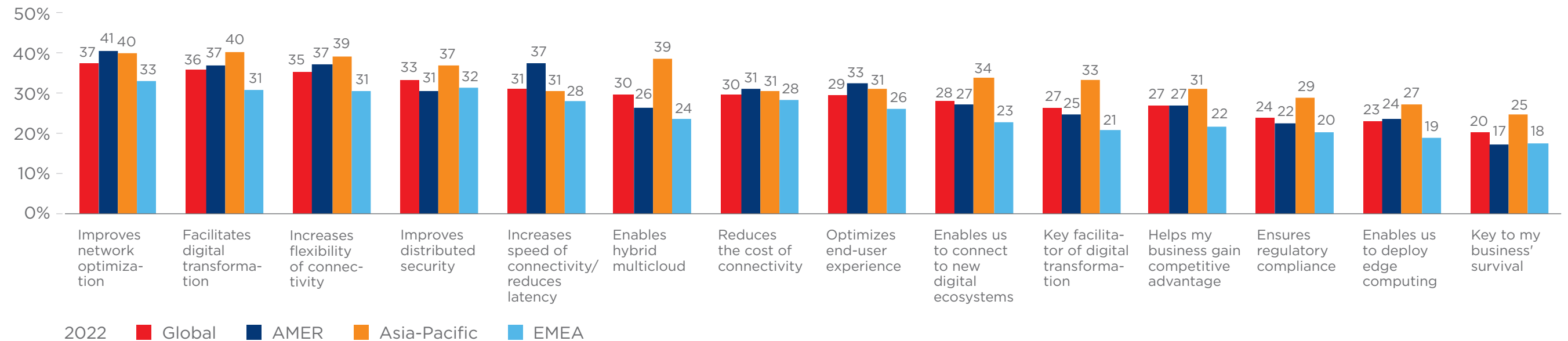
# A continued need for interconnection

In today's digital economy, ecosystems are an essential part of doing business. For an organization to successfully transform digitally, it must leverage connectedness to participate in the digital economy and deliver seamless digital experiences for people, things, applications and processes.

IT decision-makers across the globe see the main benefits of interconnection as improving network optimization, facilitating digital transformation and increasing the flexibility of connectivity.

There are some significant regional variations, with IT decision-makers in Asia-Pacific placing more value on interconnection's role in enabling hybrid cloud, and those in AMER particularly calling out increased speed of connectivity as a benefit.

### What benefits does interconnection bring to your organization?





## 5G and Edge

Respondents called out the many promising capabilities of having a robust 5G network, as well as how they will use the digital edge to carve out efficiencies and advantages—from combatting security threats to supporting new consumer applications, among others.



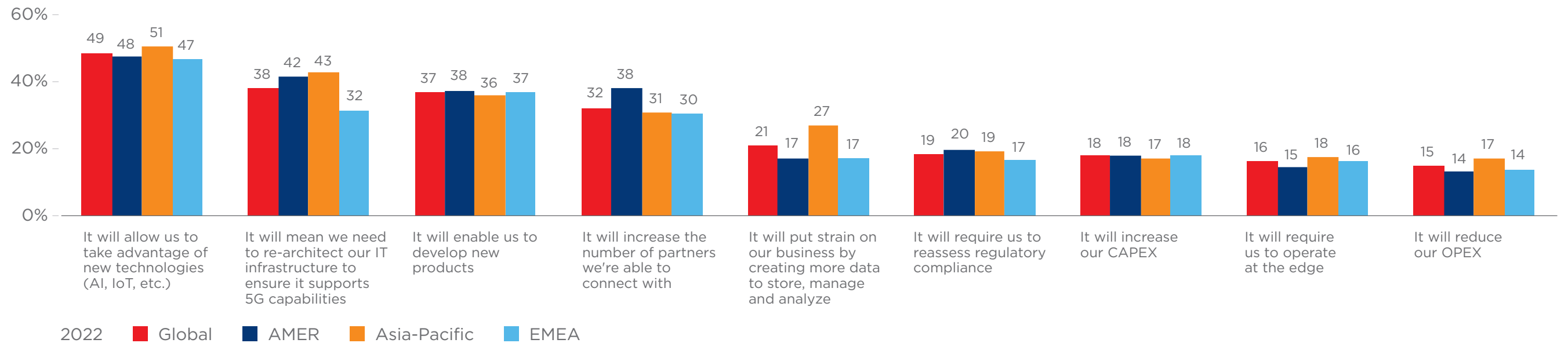
## 5G AND EDGE

# Views on 5G

5G promises to offer unprecedented, always-on and nearly instant access to content, data resources and interactive services. IT decision-makers across the globe see the biggest impact of having a strong 5G network as allowing their organizations to take advantage of new technologies (AI, IoT, etc.). Respondents also cite a need to re-architect their IT infrastructure to ensure it supports 5G capabilities (38%) and its enabling role in the development of new products (37%).

In the Asia-Pacific region, there is concern that a strong 5G network will put strain on businesses by creating more data to store, manage and analyze. AMER respondents believe a big benefit will be the ability to increase the number of partners they are able to connect with, with other regions agreeing, but to a lesser extent.

### Thinking now about 5G—in which ways do you think having a strong 5G network will impact your business?





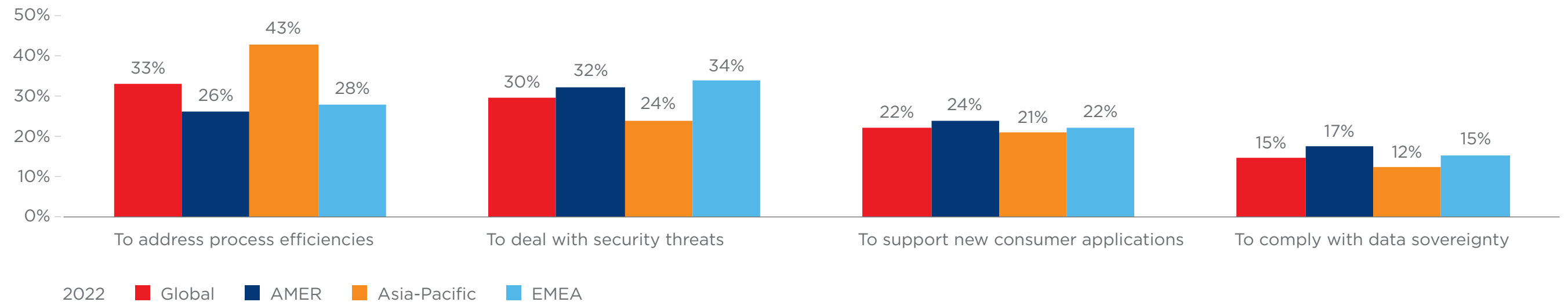
## 5G AND EDGE

# Expectations of the digital edge

The amount of data generated at the edge by machines, businesses and humans is increasing at pace. Some of the most common uses of the digital edge employed by IT decision-makers across the globe are to address process efficiencies (33%) and deal with security threats (30%).

In the Asia-Pacific region in particular, the use of the digital edge for addressing process efficiencies is significantly higher than in other regions (43%). EMEA respondents have a particular focus on dealing with security threats (34%).

**Thinking now about the proliferation of data and the increasing need to operate at the edge and adopt edge services—what are you most likely to use the digital edge to achieve?**





# Evolving Tech

As the pace of innovation accelerates, emerging technologies signify that change is coming for the future of the internet. Businesses defined their expectations of how soon Web3 will replace Web2, strategies for when that replacement comes, the move toward Everything as a Service (XaaS) models, and both the appeals and concerns in transitioning to them.

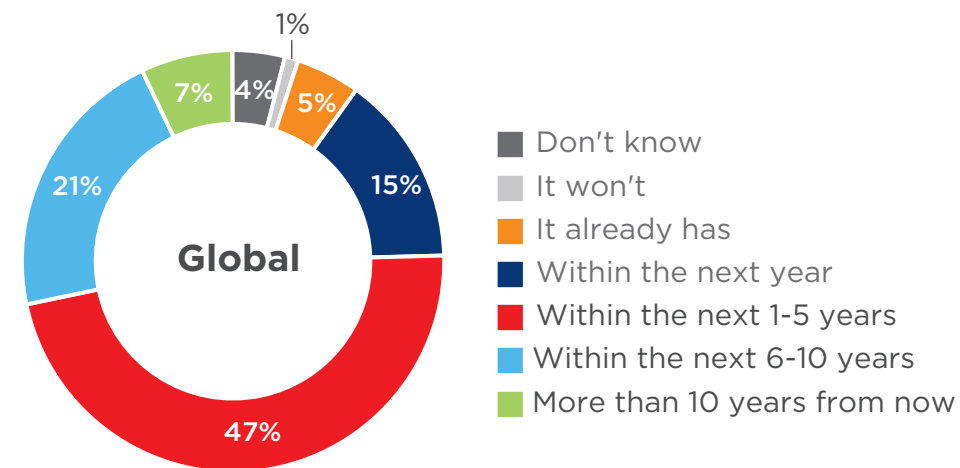


## EVOLVING TECH

# The evolution of Web3

As business models and consumer demands evolve, thoughts turn to what the future of the internet might be. Around half (47%) of IT decision-makers globally expect Web3 to replace Web2 within the next one to five years. Perhaps surprisingly, 28% of global digital leaders believe we won't see the establishment of Web3 for six years or more.

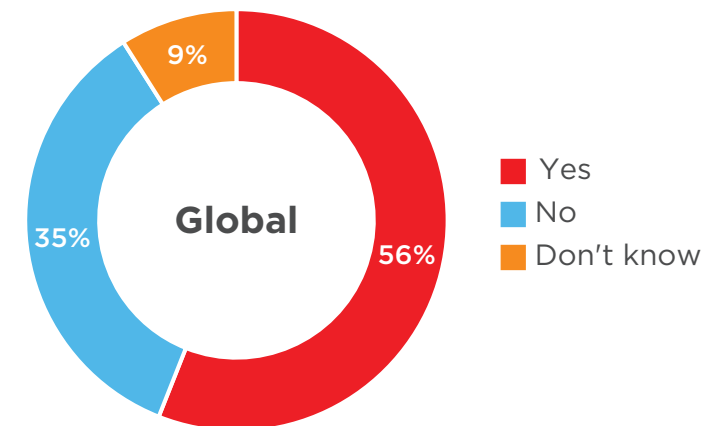
**Thinking now about the evolution of the internet, when do you believe Web3 will replace Web2?**



More than half of IT decision-makers across the globe indicated their business has a Web3 strategy in place, suggesting a keenness to revisit open-source models.

There are some important differences across regions, with those in the Asia-Pacific region (69%) being significantly more likely to say this is the case, while those in the EMEA region are significantly less likely to say so (42%).

**Does your business have a Web3 strategy?**





## EVOLVING TECH

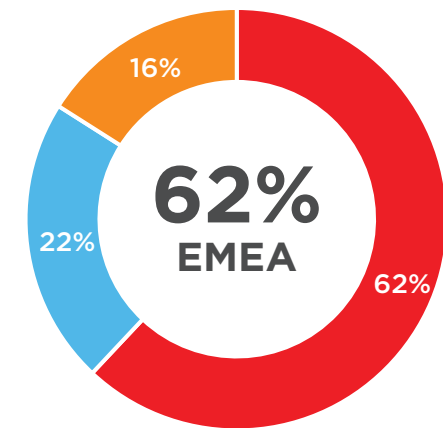
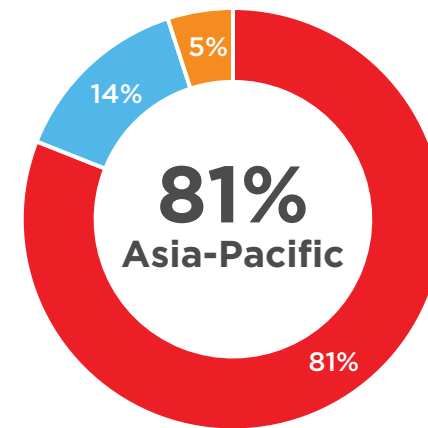
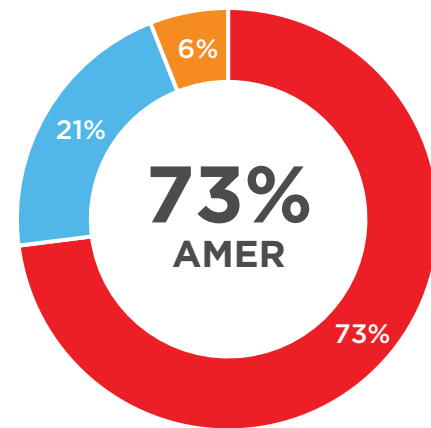
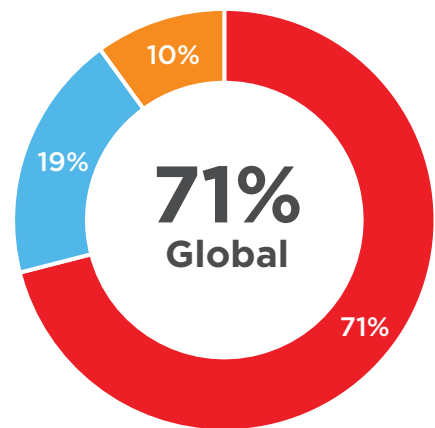
# Considering service model strategies

Enterprise IT architectures are growing ever more complex, with cloud, colocation, Everything as a Service (XaaS) offerings, and virtual network functions replacing or complementing traditional on-premises data centers and physical network infrastructure.

Over two-thirds (71%) of IT decision-makers across the globe say they are moving toward an XaaS model.

There are some important regional differences, however, with those in the Asia-Pacific region being significantly more likely to say this is the case (81%), while those in the EMEA region are significantly less likely to say so (62%). AMER respondents fall somewhat in the middle, with 73% claiming to be moving toward a XaaS model.

**Would you say that you are moving toward an Everything as a Service/Anything as a Service (XaaS) model?**



■ Yes ■ No ■ Don't Know



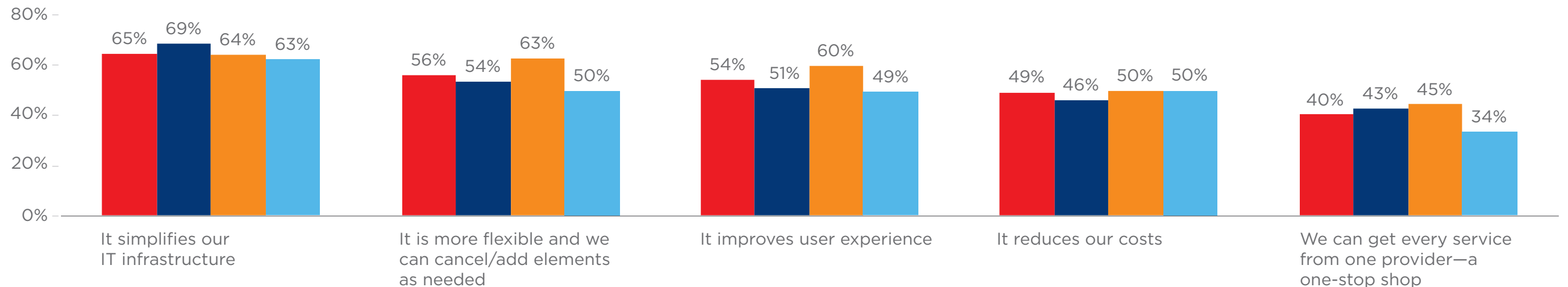
## EVOLVING TECH

# XaaS appeal

IT decision-makers who say their business is moving toward an XaaS model cite the key reasons for its attraction as being how it simplifies IT infrastructure (65%), the belief it is more flexible (56%), and that it improves user experience (54%).

The flexibility and improvements to user experience are particularly strong reasons driving this move in the Asia-Pacific region (63%/60%), while AMER is most focused on simplifying IT infrastructure (69%). EMEA is the least interested in obtaining all required services from one provider (34%).

### What makes an XaaS model attractive to your business?



2022 ■ Global ■ AMER ■ Asia-Pacific ■ EMEA Sub-sample of respondents whose organization is moving towards an XaaS model



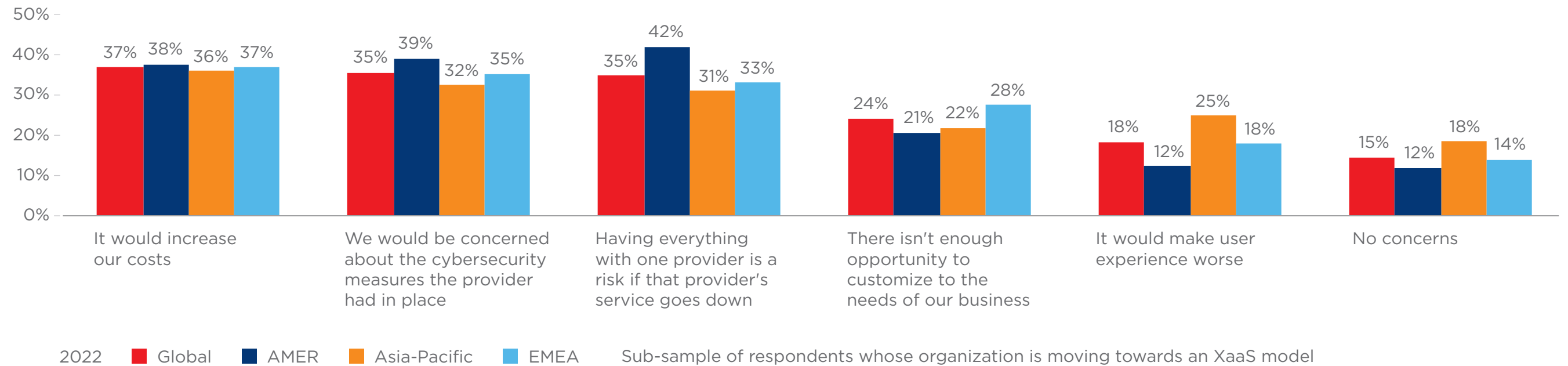
## EVOLVING TECH

# XaaS: What's holding techies back?

The benefits of moving toward an Everything as a Service model are broadly acknowledged, but it's not all smooth sailing. IT decision-makers across the globe are looking for support in making the leap, reporting some hesitations. The top worries are a sense that it would result in a cost increase (37%), cybersecurity measures adopted by the provider (35%), and having everything with one provider being a risk if their service goes down (35%).

Again, there are some interesting variations across regions. In AMER, IT decision-makers are more concerned with the risks of having everything with one provider if their service goes down (42%) In EMEA, there is a sense that there isn't enough opportunity to customize the model to the needs of their business (28%). In Asia-Pacific, respondents suggest it could make user experience worse (25%).

### Do you have any of the below concerns in moving toward an XaaS model?





## COVID-19

The global pandemic is still having a significant impact on IT strategies and workplace practices. In its wake, leaders still face differing degrees of progress towards digital transformation: whether their technology changes will be permanent, how aggressive or conservative their IT strategy is, and whether or not IT spending will increase as the pandemic and its legacy continue. And, although a majority of respondents are encouraging more of their workers to come into the office, there are subtle regional differences in their expectations regarding employees' working habits and locations.

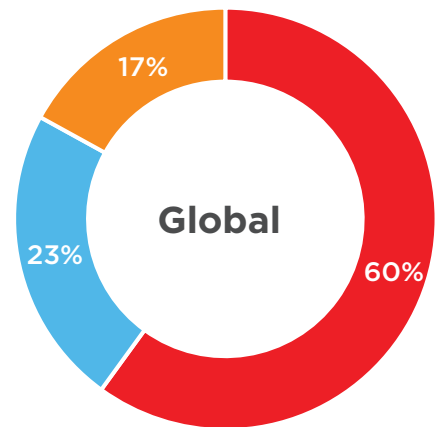


## COVID-19

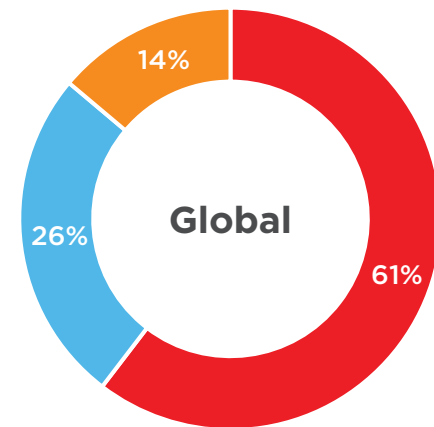
# Digital strategy review

The pandemic continues to have a significant impact on digital strategies. More than half of global tech leaders (52%) say their IT strategy has become more ambitious because of the COVID-19 crisis. Six out of 10 (61%) believe technology changes and investments already made are here to stay, but a quarter (26%) admit they are now working to edit some elements implemented during lockdowns and their aftermath.

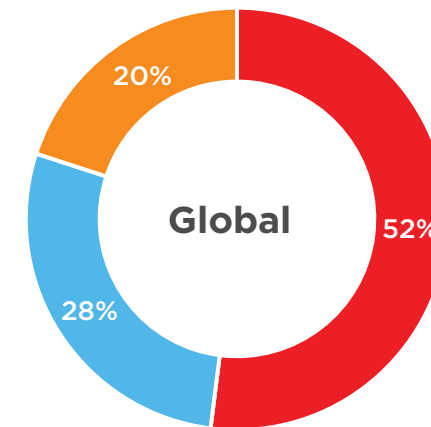
**The COVID-19 pandemic has impacted many areas of business, including IT strategy and investment. For each of the following pairs of statements, please choose the one that applies best to your business.**



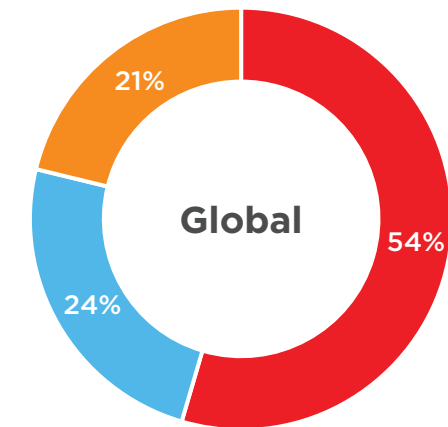
- We are further along in our digital transformation journey as a result of COVID-19
- We are behind where we would want to be in our digital transformation journey because of COVID-19
- No change



- The technology changes we made during the COVID-19 pandemic are here to stay
- We are now trying to reverse some of the technology changes we made during the COVID-19 pandemic
- No change



- Our IT strategy has become more aggressive and ambitious as a result of the COVID-19 pandemic
- Our IT strategy has become more conservative as a result of the COVID-19 pandemic
- No change



- Our IT budgets have increased because of the COVID-19 pandemic
- Our IT budgets have been reduced because of the COVID-19 pandemic
- No change





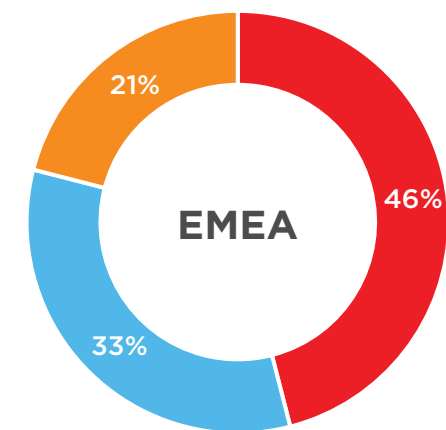
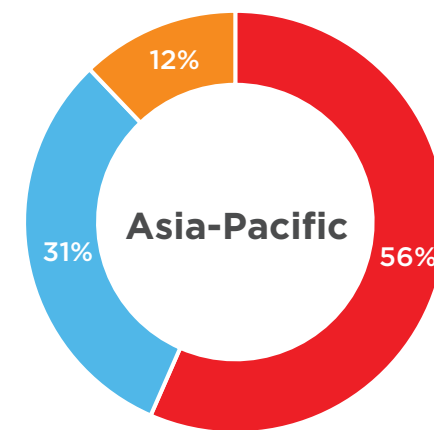
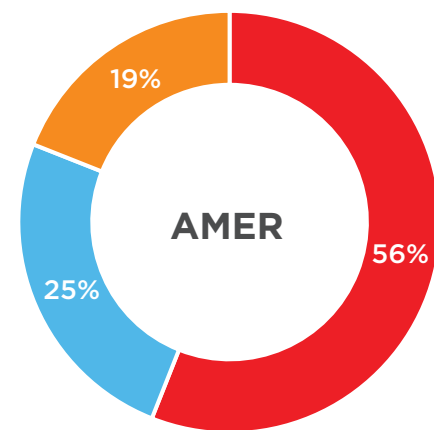
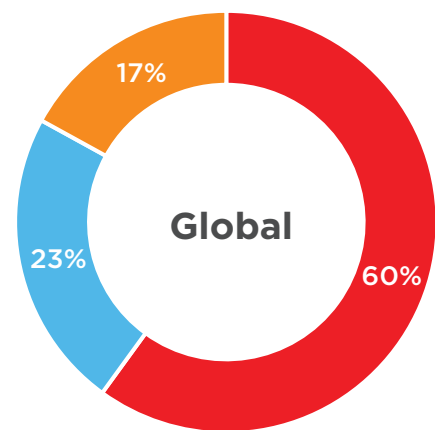
## COVID-19

# Investment and workplace adjustments

As the pandemic shifts and countries explore how best to live with COVID-19, companies are outlining what their hopes and expectations are for employees and their working habits and locations.

The majority (60%) of tech leaders around the world report their companies are encouraging people to come into the office more. Respondents in AMER report the lowest cases of discouraging people from coming back to the office (25%), while Asia-Pacific (31%) and EMEA (33%) are similarly hesitant.

**The COVID-19 pandemic has impacted many areas of business, including IT strategy and investment. Please choose the statement that best applies to your business.**



■ Though entering the third year of the pandemic, we are encouraging people to come into the office more

■ Though entering the third year of the pandemic, we are still discouraging people from coming into the office

■ No change



# Spending

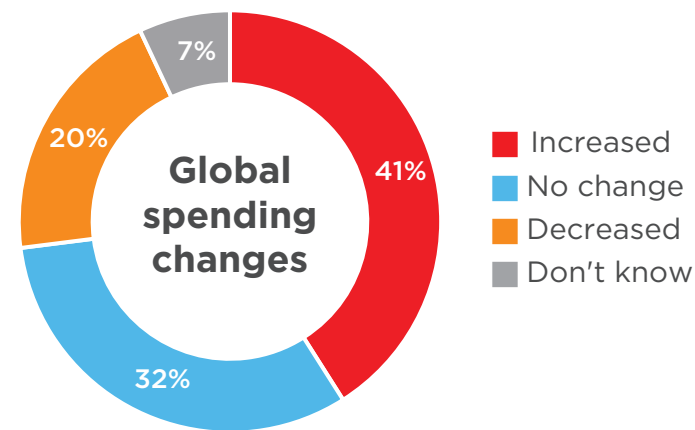
As interconnection and distributed digital infrastructure play an increasing role in shaping and scaling the digital economy, spending on carrier-neutral colocation is also on the rise. IT decision-makers weighed in on the likelihood of further spending increases this year, and how spending compares, relative to previous years.

## SPENDING

# Change in spending: carrier-neutral colocation

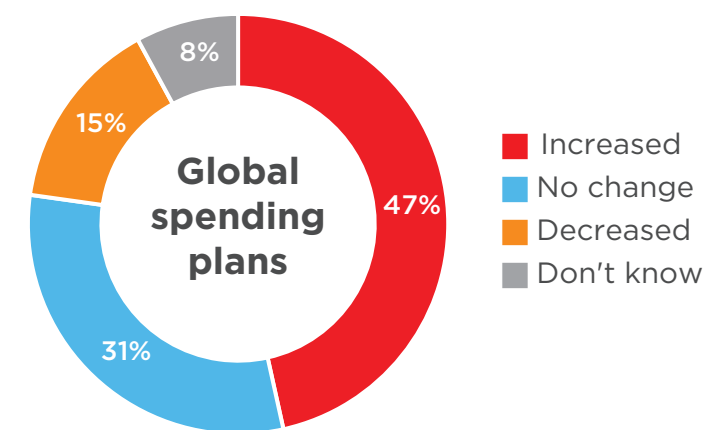
More than a third (41%) of IT decision-makers across the globe say their carrier-neutral colocation spending in 2021 increased when compared to 2020. This share is even higher in the AMER region, where this is the case for nearly half (49%) of respondents.

**How did your organization's IT spending change in 2021, relative to the previous year (2020), in each of the following categories (Carrier-Neutral Colocation)?**



Nearly half (47%) of IT decision-makers across the globe say their carrier-neutral colocation spend is likely to increase further in 2022. Again, this share is even higher in the AMER region, where this is the case for a majority of respondents (56%).

**How does your organization plan to increase/decrease its spending in the following categories this year (2022) (Carrier-Neutral Colocation)?**



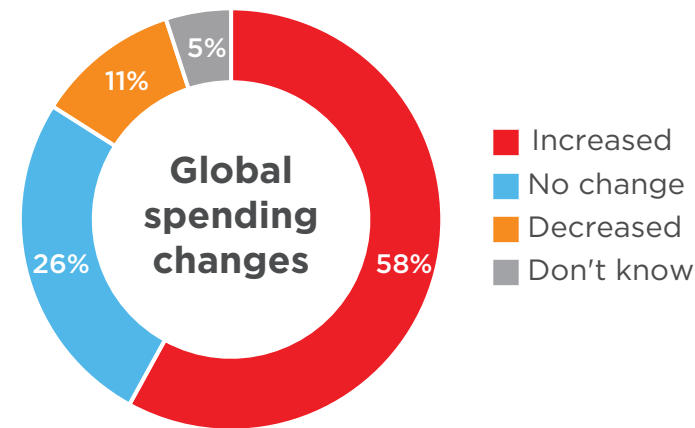


## SPENDING

# Change in spending: interconnection

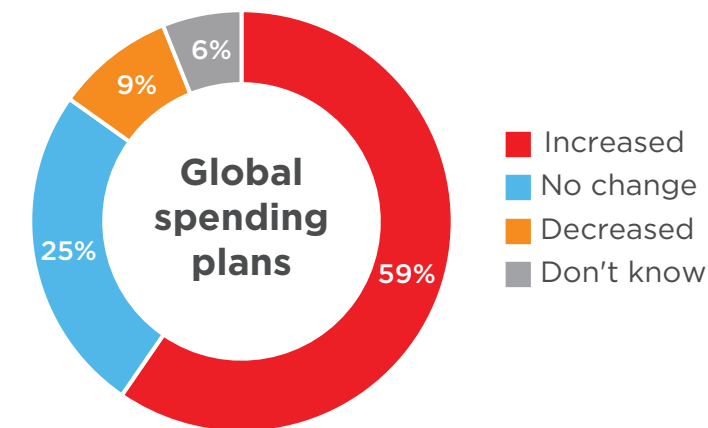
Organizations around the world are using interconnection bandwidth and distributed infrastructure to shape and scale the global digital economy. IT decision-makers globally say their interconnection spending in 2021 increased compared to 2020. Indeed, 58% report an increase. This share is even higher in the Asia-Pacific and AMER regions, where this is the case for around two-thirds of the respondents (68% and 63%, respectively).

**How did your organization's IT spending change in 2021 relative to the previous year (2020), in each of the following categories (Interconnection)?**



A majority (59%) of IT decision-makers across the globe say their interconnection spending is likely to increase further in 2022. Again, this share is even higher in the Asia-Pacific and AMER regions (70% and 64%).

**How does your organization plan to increase/decrease its spending in the following categories this year (2022) (Interconnection)?**





# Sustainability

A commitment to sustainability is vital to business growth and future stability. Digital leaders revealed the ways they are focusing on the environmental impacts of their IT infrastructure, how they prioritize environmental sustainability in technology strategies, and their degree of concern in being able to meet sustainability goals.



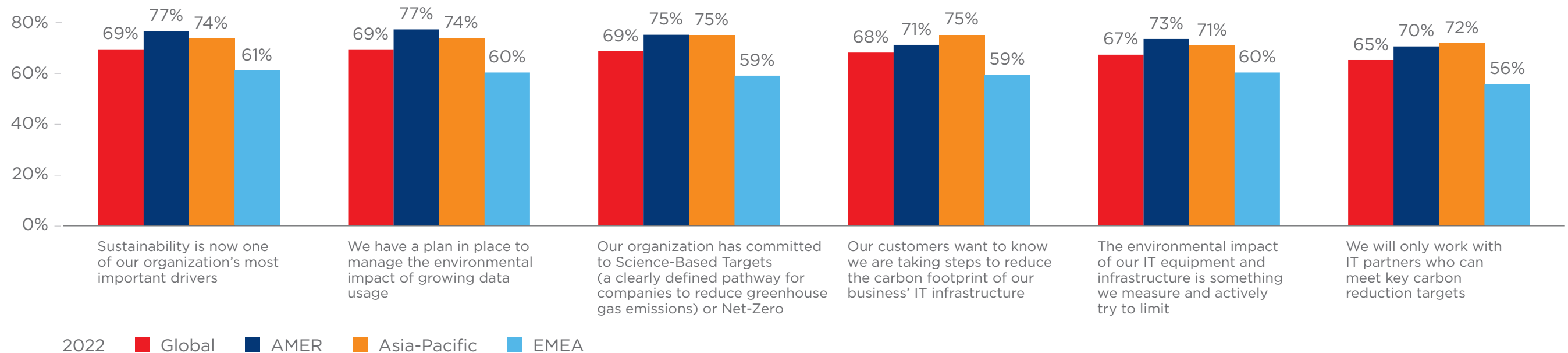
## SUSTAINABILITY

# Considering the environmental impact of IT infrastructure

In today's world, sustainability is not only a responsible move but an important one to attract new business and remain competitive. IT decision-makers across the globe acknowledge the need to consider environmental sustainability when reviewing IT strategies. 65% of respondents across the world say they will only work with IT partners who can meet key carbon reduction targets.

There are, however, some interesting variations across regions, with a particularly strong sense in the AMER region that sustainability is now one of their organization's most important drivers, and a generally lower level of agreement with all statements in EMEA.

### Thinking now about the environmental impact of your IT infrastructure—to what extent do you agree or disagree with each of the following?





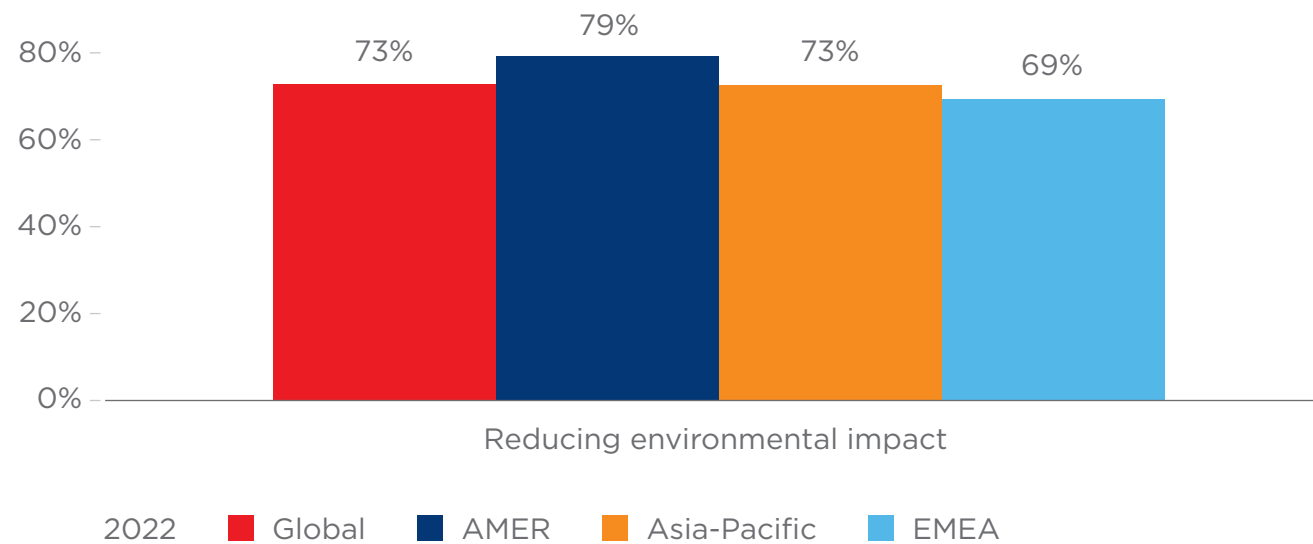
## SUSTAINABILITY

# The sustainability imperative and challenge

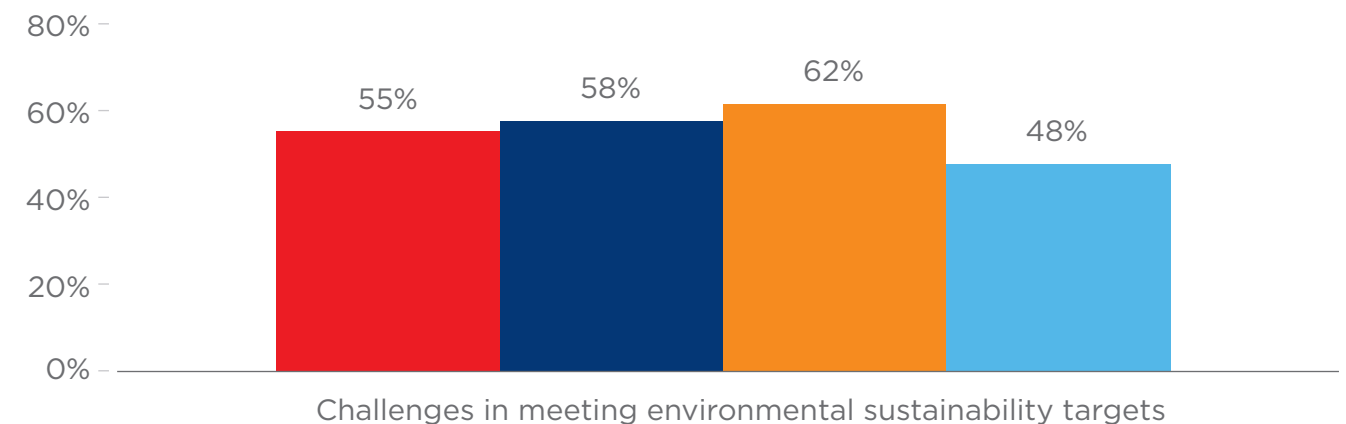
IT leaders must carefully balance their digital infrastructure needs with environmental responsibilities. Around three-quarters (73%) of IT decision-makers across the globe indicate that reducing their environmental impact is a priority for their organization's technology strategy, with this feeling being strongest in the AMER region (79%).

The complexity of this progress is not lost on digital leaders. Meeting environmental sustainability targets is something more than half (55%) of IT decision-makers across the globe are concerned about.

**How much of a priority is the following for your organization's technology strategy?**



**How much of a threat do you consider the following to be to your organization?**





# Tech talent

The rapid change occurring in the tech industry is creating both opportunities and challenges for specialized skills, talent attraction and retention. From the biggest challenges facing the sector to pinpointing skills gaps today vs. those anticipated in 2025, IT decision-makers weighed in on the ways they are addressing a growing need for diversified tech talent.



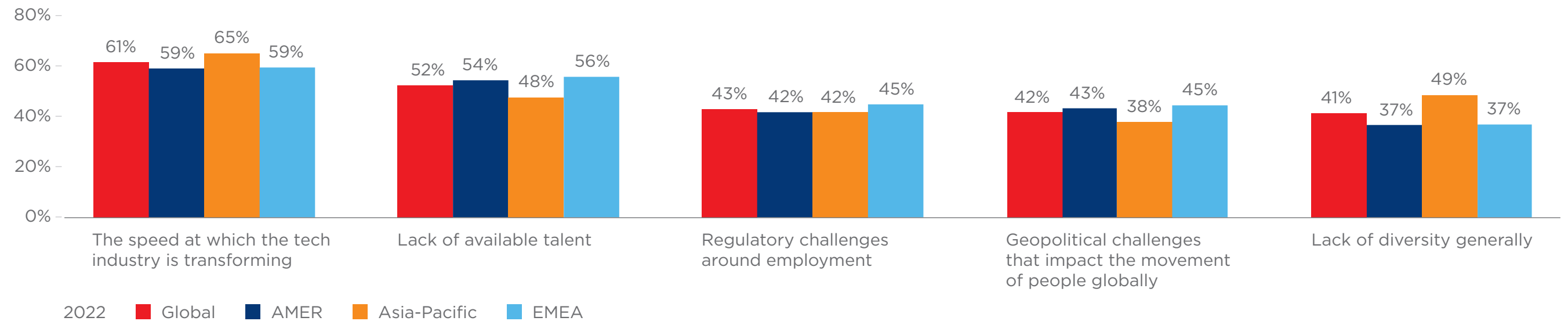
## TECH TALENT

# Growing skills challenges for tech

The speed at which the tech industry is transforming is creating huge opportunities and challenges in tandem. Indeed, it is cited as the biggest skills challenge facing the tech sector as a whole, with 61% of global IT decision-makers flagging this as a concern.

When it comes to identifying the biggest challenges impacting tech skills, there are some significant variations across regions. A lack of diversity is named as a particularly prominent skills challenge in the Asia-Pacific region, with AMER and EMEA respondents focusing on a lack of available talent generally.

**Of the following, what do you think is the biggest skills challenge facing the tech sector as a whole?**





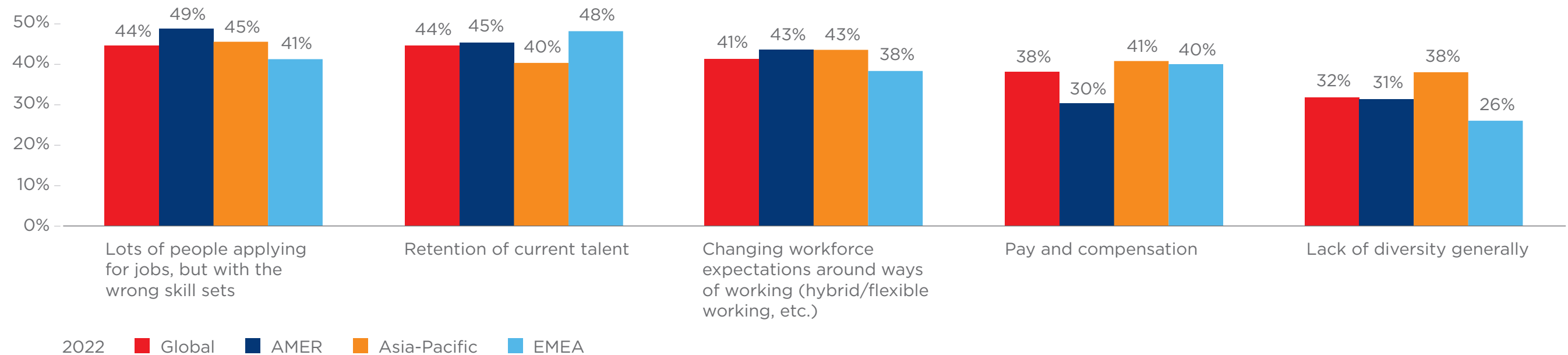
## TECH TALENT

# The biggest skills challenges for business

When turning their attention to the future, IT decision-makers across the globe believe the biggest skills challenges will be people with the wrong skill sets applying for jobs (44%), retention of current talent (44%), and changing expectations around ways of working (41%).

EMEA respondents are most concerned about the retention of current talent (48%), with AMER and Asia-Pacific both focused on unmatched skill sets (49%/45%).

### Of the following, what do you think is the biggest skills challenge facing your business?





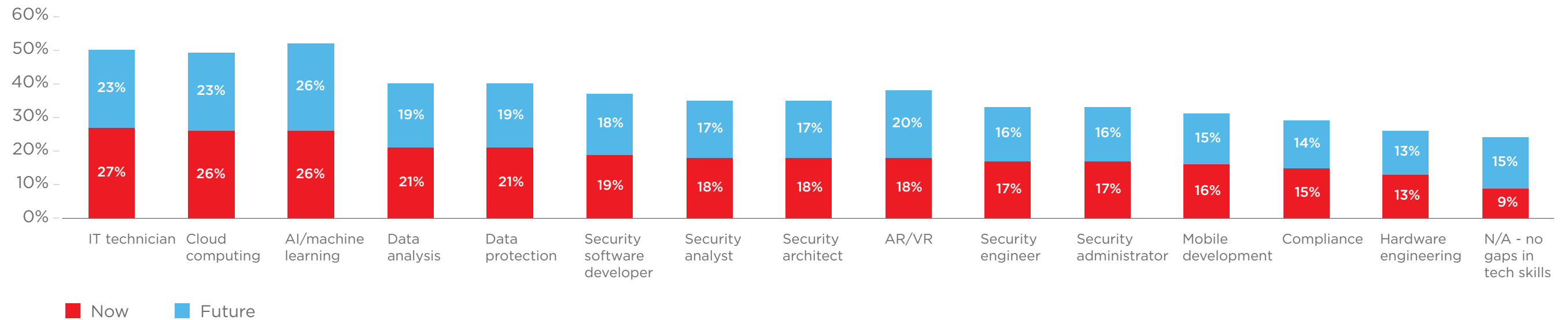
## TECH TALENT

# Investigating the tech skills gap

With the evolution of tech bringing with it increasing specialisms and focus areas within IT, there are a breadth of skills required to ensure teams are ready to tackle the future. Digital leaders across the globe report the main gaps in tech skills today are IT technicians (27%), cloud computing (26%) and AI/machine learning (26%).

Looking to the future, IT decision-makers globally anticipate the main gaps in tech skills are going to remain similar to those seen today, with AI/machine learning topping the list.

### What are the gaps in tech skills in your company today, and anticipated gaps in 2025?





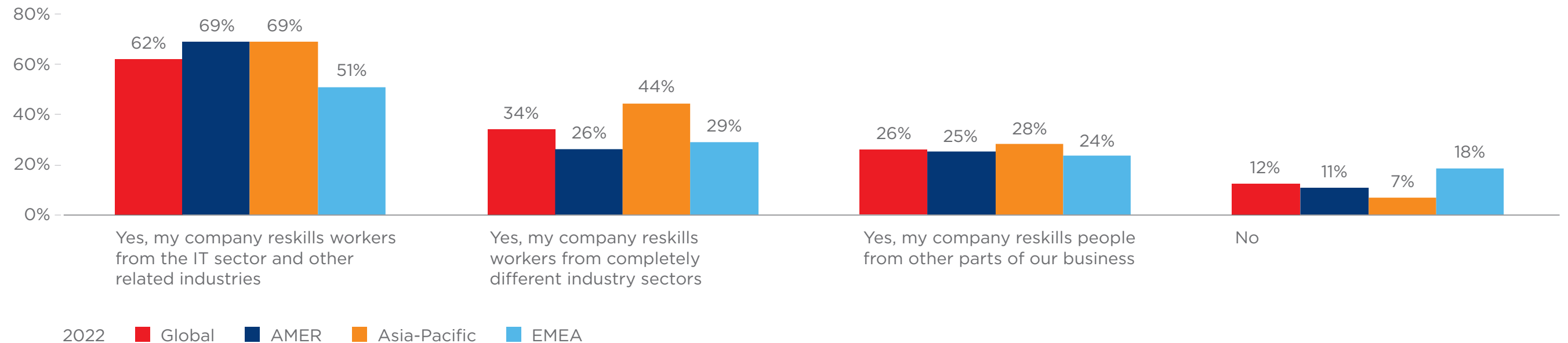
## TECH TALENT

# Reskilling workers

Attracting talent is certainly a challenge, and one which businesses are looking to tackle in multiple ways. Nearly two-thirds (62%) of IT decision-makers across the globe indicated their company reskills workers from the IT sector and other related industries. But over a third (34%) are looking beyond that pool, reskilling workers from completely different industry sectors.

In the Asia-Pacific region, there is a significantly higher share of respondents reporting their company reskills workers from wider industry sectors (44%), while the EMEA region has the highest share of respondents indicating their business does not run reskilling programs (18%).

### Is your company running any programs to reskill workers into tech-focused roles?





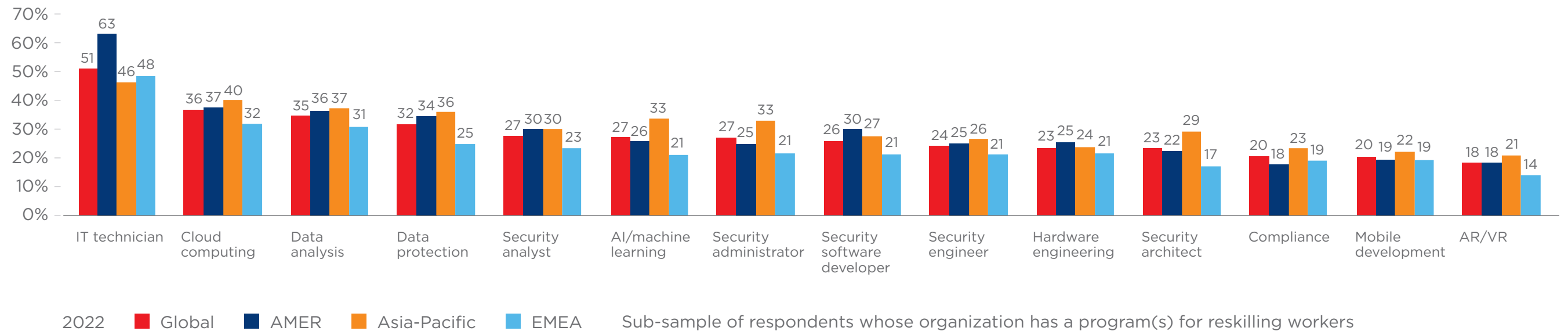
## TECH TALENT

# Identifying roles for reskilled workers

Several areas of focus are covered by talent harnessed from other sectors, but the most common roles taken by workers reskilled from beyond the IT sector are IT technicians (51%) and team members focused on cloud computing (36%) and data analysis (35%).

The AMER region reports a significantly higher percentage of IT technician roles being taken by workers reskilled from other sectors (63%). In the Asia-Pacific region, there is a significantly higher share of workers reskilled from other sectors into AI/machine learning and security administrators (both at 33%).

### Which roles are usually being taken by workers reskilled from other sectors?



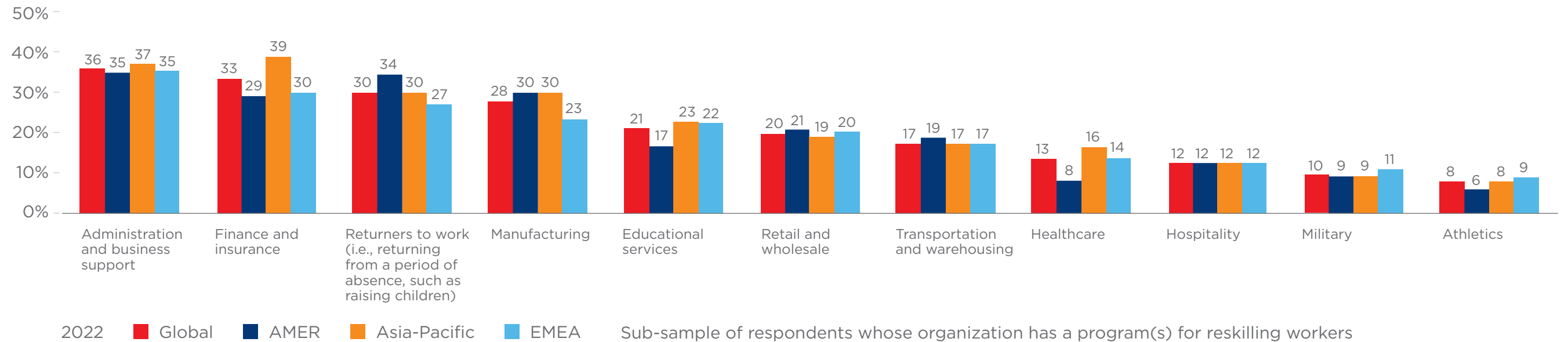


## TECH TALENT

# Industry origins of reskilled workers

Working to broaden their talent pool, digital leaders are drawing from a multitude of industries, some perhaps more obvious than others. The most common industries for reskilled workers to transfer from are administration and business support (36%), finance and insurance (33%), and those returning to work after a period of absence (30%). Companies are also exploring more alternative sources, such as the military (10%) and athletics (8%).

### Which industries do reskilled workers usually transition from?





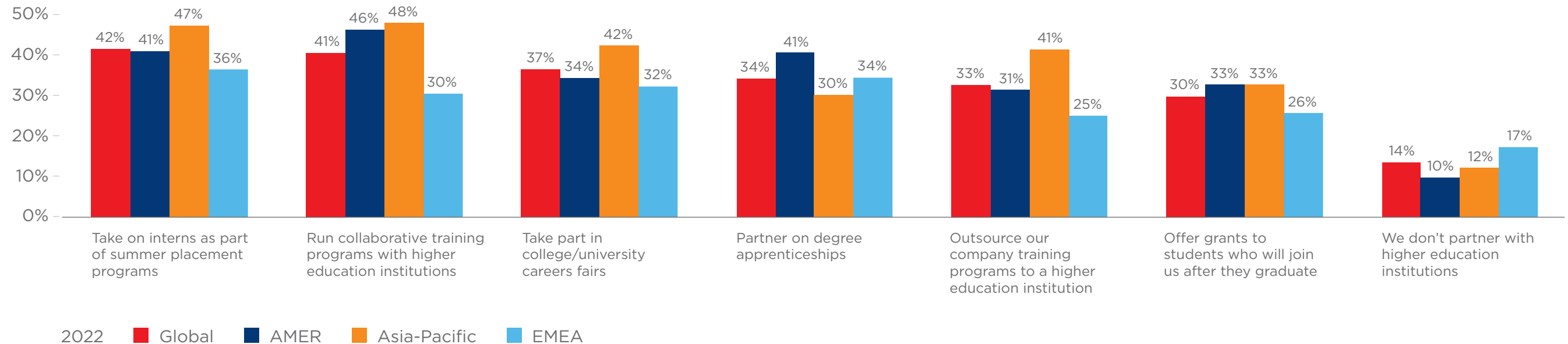
## TECH TALENT

# Exploring higher education partnerships

One way of addressing the talent shortage is to curate talent straight from education pools. IT decision-makers across the globe report their companies are partnering with higher education institutions to bring tech talent into the business, taking on interns as part of summer placement programs (42%) and running collaborative training programs (41%), among other initiatives.

There are again some interesting variations across regions. For example, in the AMER region it is more common to partner on degree apprenticeships (41%), while in the Asia-Pacific region it is more common to outsource company training programs to a higher education institution (41%). Beyond key global trends, EMEA is focused on partnering on degree apprenticeships (34%).

### How, if at all, does your company partner with higher education institutions to bring tech talent into the business?

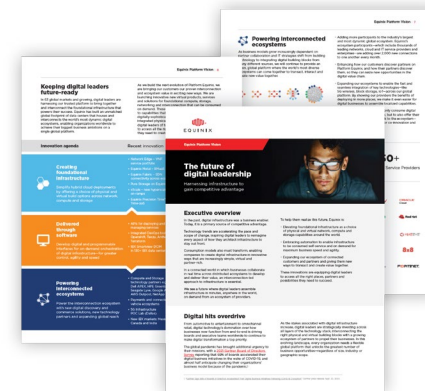




# Discover more insights

## Platform Equinix Vision Paper: the future of digital leadership

[Equinix.com/infopapers/platform-equinix-vision-paper](https://equinix.com/infopapers/platform-equinix-vision-paper)



## Gartner®: The Evolution of IT Infrastructure — Designing for the Unknown

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Gartner, The Evolution of IT Infrastructure — Designing for the Unknown, 10 February 2022, By David Cappuccio.

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## Questions?

We hope you find these discoveries and insights as illuminating as we do, and we welcome the chance to discuss them with you.

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The independent study, commissioned by Equinix, surveyed 2,900 IT decision-makers in diverse enterprises across the Americas (Brazil, Canada, Colombia, Mexico, U.S.), Asia-Pacific (Australia, China, Hong Kong, India, Japan, Singapore, South Africa) EMEA (Bulgaria, Finland, France, Germany, Ireland, Italy, Netherlands, Poland, Portugal, Spain, Sweden, Switzerland, Turkey, UAE, U.K.) and Africa (Nigeria, South Africa). Respondents were selected for participation from Dynata's online panel. The survey was conducted online between March 1, 2022, and March 29, 2022.