

Gartner Research

# Top Trends for Tech Providers for 2023

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## Top Trends for Tech Providers for 2023

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Initiatives: Emerging Technologies and Trends Impact on Products and Services

New trends such as product-led growth, federated tech buying and marketing using metaverse tech will deeply impact tech providers alongside previous trends such as intelligent applications and tech democratization. Product leaders must plan for these trends to succeed in 2023 and beyond.

### Analysis

The world has changed dramatically since Gartner launched its first annual top trends for 2022. The recovery from the pandemic continues, but Russia's invasion of Ukraine, high inflation and supply chain issues have tormented the world economy. While these large forces will leave a marked impression on the technology industry, the onward march of digital technology in the economy and society continues, with technology providers playing a leading role.

In 2023, product leaders and other executives must balance both short-term planning with long-term strategy to stay ahead of the immediate shocks to the economy and the underlying forces shaping their business. Gartner's top trends for 2023 reflect this dual reality. The trends are the effects of three broad themes and are grouped below. *(Five of these trends were present in the 2022 edition and have been selected again due to their growing prominence and scale. They are marked with \* in the lists below.)*

#### Increased Reliance on Tech

These trends have emerged due to businesses increasing their reliance on tech across all aspects of business and operating models:

- **Federated enterprise tech buying** — Acceleration of federated buying, which adds complexity and opportunities for product leaders while forcing changes to long-standing go-to-market models

- **Co-innovation ecosystems\*** – New value creation through collaboration and co-creation
- **Democratization of tech\*** – Expansion of digital responsibility and capability for tech beyond IT
- **Product-led growth:** Driving growth by creating advocates that experience product value, and augmenting automation with marketing and sales resources.

## Opportunities Through New Tech

These trends have emerged primarily through the use of new technologies or established technologies in new ways:

- **Rise of digital marketplaces** – Use of marketplace mechanisms in tech sales, delivery and support
- **Intelligent applications\*** – Shift to a new paradigm of intelligent computing from a procedural one
- **Utilizing metaverse technologies for marketing and CX** – Growing use of metaverse technologies to create unique experiences, impactful interactions and novel engagement

## Impact of Macro Forces

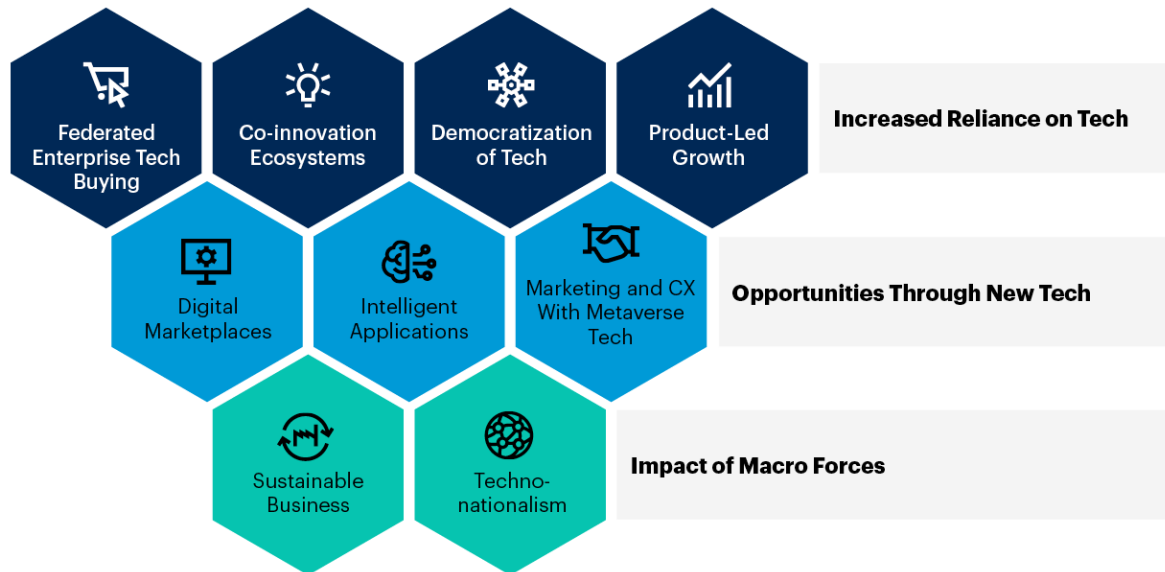
These trends have emerged due to powerful external forces, including macroeconomic, sociological and environmental factors:

- **Sustainable business\*** – Elevated importance of environmental, social and governance factors on corporate, business and product-level decision making
- **Techno-nationalism\*** – Diverging technology stacks driven by local regulations that force realignment of ecosystems and supply chains

Figure 1 provides an overview.

Figure 1: Top Trends for Tech Providers in 2023

## Top Trends for Tech Providers in 2023



Source: Gartner  
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These 10 trends:

- Will impact many areas, including customers, buyers, products, ecosystems, business models and operating models
- Require decisions to be made by product leaders and executives
- Are evident now and relevant for the next three years
- Have worldwide implications
- Will impact most tech provider products and services
- Will impact multiple vertical industries

See Note 1 for the methodology that we used to select these trends.

Product leaders must evaluate the impact of these trends across all dimensions of their business to determine required actions. It is vital that product leaders engage with other strategic leaders in their organization across finance, marketing, sales, operations and other areas to craft their strategies.

Table 1 highlights the trends and the level of impact across various dimensions of tech provider business.

**Table 1: Impact Level of 2023 Trends**

(Enlarged table in Appendix)

↓	Products and Services	Customers and Buyers	Operations and Processes	Competitive Landscape	Partners and Ecosystems	Talent and Resources
Sustainable Business	Very high	High	Medium	High	Very high	High
Techno-nationalism	High	Medium	Medium	High	Very high	Low
Federated Enterprise Tech Buying	High	Very high	Medium	Very high	High	High
Co-innovation Ecosystems	Very high	High	Medium	Medium	Very high	Medium
Democratization of Tech	Very high	Very high	Medium	Very high	Very high	High
Product-Led Growth	Very high	Very high	Very high	High	Medium	Medium
Rise of Digital Marketplaces	Very high	Very high	High	Very high	Medium	High
Intelligent Applications	Very high	Very high	Medium	High	Very high	Very high
Utilizing Metaverse Technologies for Marketing and CX	High	Very high	Medium	High	Medium	Medium

Definitions for scale of impact:  
 Very high = above 75% of business operations impacted for all tech providers  
 High = 50% to 75% of business operations impacted for all tech providers  
 Medium = 30% to 50% of business operations impacted for all tech providers  
 Low = below 30% of business operations impacted for all tech providers

Source: Gartner (January 2023)

## Research Highlights

Links to the research notes that analyze the top 10 trends for tech providers in 2023 are listed below. The order in the list does not imply a ranking.

## Top Tech Provider Trend for 2023: Sustainable Business

A successful transition to net zero and a circular economy is driven by a mix of top-down and bottom-up practices, underpinned by technology innovations. Product leaders must improve the sustainability of their products that become an enabling technology for sustainable business outcomes for their users.

## Top Tech Provider Trend for 2023: Techno-nationalism

A sharp increase in mercantilist politics, nationalization and protectionism is impacting global technology ecosystems. Techno-nationalism supersedes globalization. Product leaders must balance meeting specific country-level localization and product profitability.

## Top Tech Provider Trend for 2023: Federated Enterprise Tech Buying

Product leaders must adjust to a federated buying process, where authorized decision makers and influencers are increasingly outside IT. This shift demands revised go-to-market models, with a greater focus on value scenarios and outcomes than on the technology.

## Top Tech Provider Trend for 2023: Co-innovation Ecosystems

Businesses are actively using technology to differentiate and succeed, so they are increasingly co-innovating with tech providers. Product leaders must take a strategic high-priority approach to co-innovation to deliver customer value, balance investment, and control and speed of innovation.

## Top Tech Provider Trend for 2023: The Democratization of Technology

The democratization of technology empowers non-IT workers to seek out, select, implement and custom fit their own technology. Product leaders must embrace the new opportunities this trend offers and meet the needs of a new set of citizen developers and business technologists.

## Top Tech Provider Trend for 2023: Product-Led Growth

Building on the hype, promise and successes related to product-led growth, B2B product leaders must address user versus buyer influence and dynamics as well as how to manage, prioritize and/or interweave PLG (if suitable to their products) and sales-led growth motions for go-to-market success.

## Top Tech Provider Trend for 2023: Rise of Digital Marketplaces

Tech buyers are embracing digital marketplaces to easily find, procure, implement and integrate technology solutions. Product leaders must capitalize on this trend to connect and find new buyers through digital marketplaces and to shorten the buying cycle.

## Top Tech Provider Trend for 2023: Intelligent Applications

Intelligent applications will create value and disrupt markets by learning, adapting, and generating new ideas and outcomes. Product leaders must focus on implementing intelligent capabilities to compete against the coming wave of emerging offerings.

## Top Tech Provider Trend for 2023: Utilizing Metaverse Technologies for Marketing and CX

Metaverse technologies are rapidly gaining traction in areas of marketing for creating unique experiences, impactful interactions and novel engagement. Product leaders must seize the opportunities now available to create unique experiences and elevate their marketing and CX initiatives.

*Additional research contribution and review: Esha Bhatia*

### **Note 1: Methodology**

Gartner's selection of the top trends is based on primary research activities, including surveys, external sources and interactions with tech providers, enterprises and other organizations. The selection was made from a larger collection of more than 80 trends identified, curated and synthesized by our research teams, qualifying top trends with such criteria as scope, breath and time of impact.

### **Document Revision History**

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**Table 1: Impact Level of 2023 Trends**

↓	<i>Products and Services</i> ↓	<i>Customers and Buyers</i> ↓	<i>Operations and Processes</i> ↓	<i>Competitive Landscape</i> ↓	<i>Partners and Ecosystems</i> ↓	<i>Talent and Resources</i> ↓
Sustainable Business	● Very high	● High	● Medium	● High	● Very high	● High
Techno-nationalism	● High	● Medium	● Medium	● High	● Very high	● Low
Federated Enterprise Tech Buying	● High	● Very high	● Medium	● Very high	● High	● High
Co-innovation Ecosystems	● Very high	● High	● Medium	● Medium	● Very high	● Medium
Democratization of Tech	● Very high	● Very high	● Medium	● Very high	● Very high	● High
Product-Led Growth	● Very high	● Very high	● Very high	● High	● Medium	● Medium
Rise of Digital Marketplaces	● Very high	● Very high	● High	● Very high	● Medium	● High
Intelligent Applications	● Very high	● Very high	● Medium	● High	● Very high	● Very high
Utilizing Metaverse Technologies for Marketing and CX	● High	● Very high	● Medium	● High	● Medium	● Medium



*Products and Services*



*Customers and Buyers*



*Operations and Processes*



*Competitive Landscape*



*Partners and Ecosystems*



*Talent and Resources*



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Source: Gartner (January 2023)

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