



# IT trends 2024

Requirements, challenges, and pragmatism in SME's IT

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## Foreword

**As SMEs face the ever-increasing demands of the digital transformation, the trend is clearly toward increased data transmission speed, intelligent cloud utilization, and a general reduction in complexity. The inescapable need for IT security also continues to cast its shadow as a requirement SMEs need to meet.**

These general trends are creating a dynamic environment shaped by rapid technological progress. All in all, the challenge for SMEs in 2024 is clear: it is no longer just a question of keeping up, but of actively laying the groundwork for a cutting-edge IT infrastructure. Not only the rapid evolution of IT networks will play a critical role in this transformation process, but the use of new technologies will also become a key element in the sustainable success of small and medium-sized enterprises. However, companies are struggling with overworked staff, outdated IT architectures, and the ever-present threat of cyberattacks. On top of this, there are new employment models such as hybrid working as well as an increase in the number of end devices and endpoints on company networks.

This short study addresses the question of how SMEs, primarily those with 250 to 2,500 computer workstations, are currently positioned when it comes to modern operational concepts and company networks. To what extent is the cloud and as-a-service concept already being adopted by SMEs? What is driving the expansion of company networks? And what investments in networks are SMEs planning for 2024?

These and other questions were answered by 200 SMEs in the DACH region from the main sectors of industry, trade and retail, services, public administration, non-profit organizations, health and social care, banking, and insurance.



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