10 IT Predictions for 2020

Data-driven insights for tech marketers

As we kick off a new decade, we're highlighting tech trends you can look forward to in 2020 and beyond — based on data from Spiceworks Community research.

We invite you to make a resolution: Use our IT insights to fine-tune your marketing efforts in the coming year. Check out our predictions, then click on the links for even more in-depth info.

And remember, no matter the season, you can count on Spiceworks Ziff Davis to offer new insights that will help you connect with IT buyers!





PREDICTION #1

Tech spending will rise in 2020 with 44% of businesses planning to increase IT budgets. Only 8% of businesses plan on a decrease. The need to update old infrastructure will be the top factor driving growth.

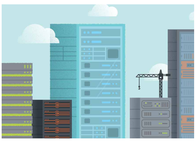
Read more in *2020 State Of IT »*



PREDICTION #2

The number of workloads running in public clouds is expected to double in 2020. Adoption of edge computing, serverless, and container technologies is also poised to grow rapidly.

Read more in *Public Cloud Trends in 2019 and Beyond »*



PREDICTION #3

Use of AMD processors will rise over the next two years, gaining some ground on Intel's adoption rates. Also, hyperconverged infrastructure solutions will enter the mainstream with a 46% business adoption rate by the end of 2020.

Read more in *The 2019 State of Servers »*



PREDICTION #4

Business chat apps such as Slack, Google Hangouts, and Microsoft Teams will be used by more than two-thirds of businesses in 2020. The use of secure messaging platforms will also grow rapidly.

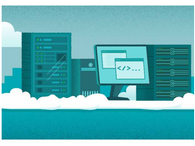
Read more in *The Evolution of Workplace Communications »*



PREDICTION #5

It's time for a wireless data upgrade: One-third of businesses plan to buy 5G-capable hardware once service is available in their area. The most popular devices will be smartphones, tablets, and 5G modems, which might even provide secondary internet connections.

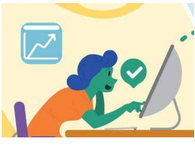
Read more in *2019 State of Corporate Connectivity »*



PREDICTION #6

More than half of businesses plan to adopt storage virtualization tech by 2021. However, this growth will eat into physical storage array sales. Additionally, cloud-based virtual desktop use is expected to increase significantly.

Read more in *2020 State of Virtualization »*



PREDICTION #7

Looking to effectively target businesses in-market for IT solutions, 48% of tech companies expect to adopt purchase-intent targeting by 2020.

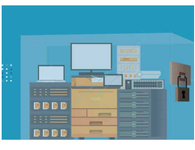
Read more in *Trend Watch: The Rise of Purchase-Intent Targeting »*



PREDICTION #8

In the face of security threats such as ransomware, cyber insurance adoption will rise. In 2019, 38% of businesses were already covered, and experts predict rapid growth in the future.

Read more in *Cyber Insurance: How to Get Ahead of This Growing Trend »*



PREDICTION #9

Businesses will adopt new solutions to protect their data and networks from threats. For example, 30% of businesses will consider AI-powered threat intelligence platforms in 2020.

Read more in *The Future of Network & Endpoint Security »*



PREDICTION #10

Spiceworks Ziff Davis will continue to help tech sellers better understand the needs of the millions of IT buyers on its platform, through ongoing research. Be on the lookout for even more useful insights in 2020!

Read more in *ITDMs and BDMs: Tech Purchase Superheroes »*

Reach businesses in-market for your tech solutions

Contact our experts

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Spiceworks/Ziff Davis B2B is the trusted global marketplace for connecting technology buyers and sellers across all marketing channels. We provide the valued information IT and business decision makers need to research, buy, and manage technology while delivering the intelligence and insights technology brands need to create and sell better products and services. By combining the breadth and depth of the Spiceworks Community with expert content, trusted 1st party data, and proven lead generation capabilities, Spiceworks/Ziff Davis B2B is uniquely positioned to help technology buyers and sellers to grow their businesses.

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