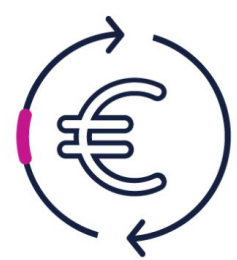


IT spending in Europe will increase by 8.7% in 2025.

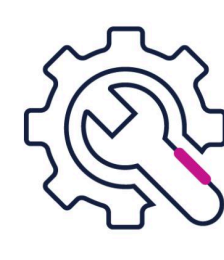
Gartner forecasts that IT spending in Europe will reach \$1.28 trillion in 2025. Finding a balance between cost control and long-term value creation is essential, as non-strategic budget cuts can lead to inefficiencies, security risks, and hidden costs, so what are the three main keys to success?

Make the right choice!



Control Costs

Rigorous expense management, whether related to infrastructure, cloud, or outsourcing, is essential to prevent financial overruns and preserve innovation capacity. Centralizing, tracking, and optimizing costs helps maintain a balance between performance and profitability.



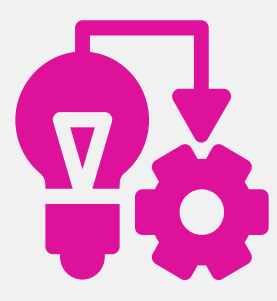
System Innovation & Maintenance

CIOs must balance innovation with maintaining existing systems. Obsolescence limits performance, while uncontrolled updates can cause disruptions and high costs. A proactive approach, combining optimized maintenance and targeted innovation, ensures reliability and sustainable growth.



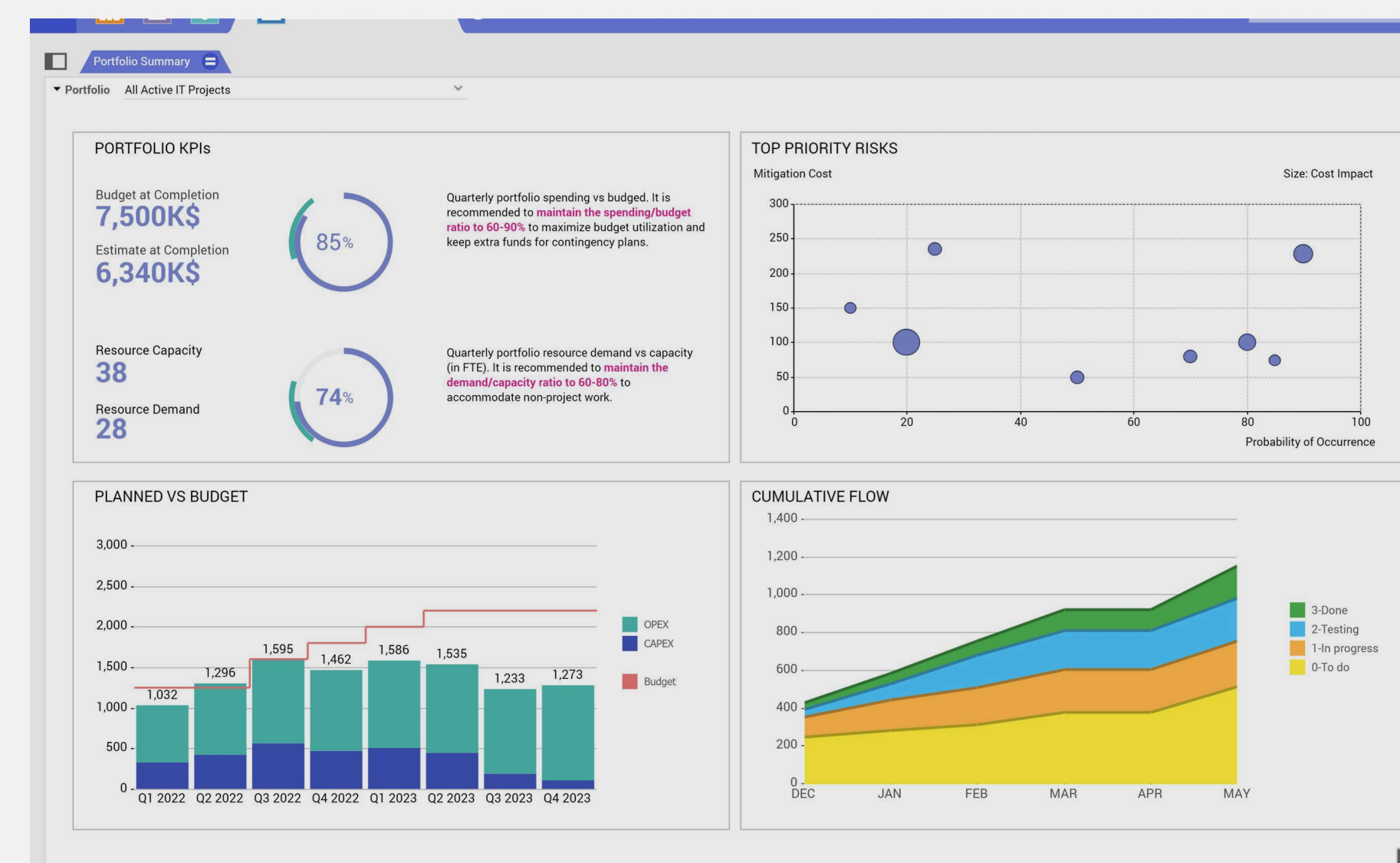
Strategic Value Investments

Each investment must generate measurable value and align with business objectives. A strategic allocation of resources helps avoid waste and fully seize opportunities. It is essential to maximize the impact of initiatives by prioritizing those that drive innovation, optimize efficiency, and strengthen competitive advantage.



The Solution? Strategic Portfolio Management

Strategic Portfolio Management (SPM) combines Project Portfolio Management (PPM) and IT Asset Management to provide a unified view of projects and infrastructure. It optimizes resource allocation, fosters innovation, and supports informed decision-making.



Which processes can you boost with Planisware?	How does it achieve this?	What's the benefit to CIOs?
Full Cost Visibility	By providing centralized cost tracking, ensuring complete transparency over IT expenditures.	Enables better budget control and unexpected overruns through a detailed cost breakdown across projects, resources, and applications.
Strategic Portfolio Management	By allowing CIOs to prioritize high-value projects while reducing spending on low-impact initiatives, with continuous ROI evaluation to dynamically adjust budgets.	Ensures IT investments align with business goals, optimizing spending and improving overall return on investment.
Asset Lifecycle Management	By analyzing software and hardware assets for value and obsolescence, helping IT teams proactively decommission or upgrade outdated systems to avoid unnecessary maintenance costs.	Reduces long-term IT maintenance costs while improving security and operational efficiency.
Resource Optimization	By providing real-time resource allocation insights, ensuring efficient workload distribution and enabling skill-sharing across projects to reduce hiring costs.	Helps CIOs maximize team productivity while avoiding overstaffing or resource underutilization, leading to optimized operational efficiency.



References

- <https://futurecio.tech/gartner-forecasts-worldwide-it-spending-to-grow-9-8-in-2025/>