5 Digital Transformation trends for every CTO in 2022

Digital systems are changing rapidly to become more efficient, affordable, and scalable. Leading enterprises are on the journey of digital transformation long ago. But last two years have instigated the process because of COVID. Every other enterprise is on the roll to make digitization not only an essential part of the current response but also in the future strategies. According to stats, about [70% of the organizations](#) have a digital transformation plan or are working to make one.

The digitization trends have forced organizations to scrap the outdated software and integrate new IT solutions to keep up with the digital ecosystems. Many players are now implementing a new digital plan to stay agile. If you are also a digital leader, here are the top digital transformation trends you need to look out for in 2022.

Develop headless web applications

An important digital trend that is gaining traction in 2022 is the [headless or jamstack approach](#). The popularity of Jamstack websites grew by [50% in 2021](#). In this approach web, developers utilize the technology that provides a flexible environment. This approach gives you full control of how you present the end product. You need a headless browser for your enterprise to stay free from the back-end conventions.

The Headless web approach [streamlines](#) the back end and speeds up the site. It helps you to build true interactive experiences and end-to-end development platforms. The data points out the

significant importance of the headless approach as the number of jamstack developers tripled in 2021.

Hyperautomation and Personalization

There is no doubt that AI is at the core of digital transformation happening for the last two years. As companies strive to drive down costs during scalability the only way to handle the increased pressure is automation. AI helps to make the system more efficient by automating HR tasks like interview scheduling, updating payment records and candidates profiles.

AI technology helps to spot the micro-trends that are expected to blow up sooner. Ai helps in strategic decision-making and budget allocation accordingly. Hyperautomation which is the integration of automation in every possible task is the need of 2022. According to stats, 86% of CEOs consider AI as the most important technology in their office. And data says that companies will be working on an average of 35 AI projects in 2022.

Cybersecurity Transformation

With the expansion of digital ecosystems, cybersecurity concerns have become the forefront of digital transformation in 2022. Last year businesses have seen an increase of 50% cyberattacks per week. Enterprises are under pressure because cybercriminals can penetrate 93% of the company networks.

Businesses like CrowsStrike and FireEye are considering AI, machine learning, and digital transformation as the new tool for boosting cybersecurity. Big players like Siemens USA have already a technology-based cybersecurity system in place. According to Statista, 80% of the participants from the telecommunication industry said that their organization won't be successful in responding to any cyberattack without AI. You can also reinforce your organization's cybersecurity practices using AI and machine learning.

Metaverse Development

Metaverse innovations have taken over global businesses in the last few months. Though being in their initial stages, the technologies like blockchain and AR/VR are at the back end of a rapidly developing meta economy. Blockchain-enabled NFTs are extremely valuable in tasks such as accessibility, digital ownership, and value transfer.

Metaverse has massive potential to help in the growth of businesses of all sizes and kinds. The global spending on VR/AR is expected to grow from $12 billion in 2020 to $72.8 billion in 2024. As it is one of the five merging trends of 2022, you can take your time you determine how you will be positioning your enterprise in this newly emerging ecosystem.

Voice Search and Voice Assistants

Voice search is still as relevant as it was a few years ago. According to stats, the shopping through voice search is expected to hit $40 billion in 2022 as compared to only $2 billion in 2017.

According to a survey, about [21% of Americans](#) own virtual assistants like Siri and Alexa. Voice search is here to stay so your business needs to be found on the voice assistants to stay relevant.

An optimized voice search is essential for your business because it drives traffic to your website as [71% of consumers](#) prefer voice searching over typing. It creates a personalized and tailored customer experience and hence increases the business relevancy. Voice search option is becoming highly lucrative so many digital businesses are optimizing their websites to respond to voice.

Bottom Line

Covid has compressed the growth of 10 years into one year, thus accelerating the digital transformation across the business world. Enterprises need digital-centric models to stay in the race in 2022. As a CTO you need to follow the above trends to take digital transformation initiatives to make your business successful.