

CPG and Retail

The Innovation vs Technical Debt Tug of War

Protiviti's latest research shows that consumer packaged goods (CPG) and retail companies recognize the urgency of innovation and have a clear strategy to maximize the value of IT.

Technical debt's impact on innovation

27% moderate impact

53% higher than average impact

18% significant impact



Top 3 strategies used to combat technical debt

- #1** Having a knowledge base to provide information
- #2** Educating teams on technical debt and how to report it
- #3** Tracking technical debt in new systems



Top 5 challenges to innovation

- #1** Regulatory and compliance requirements
- #2** Culture
- #3** Lack of diverse perspectives
- #4** Operational challenges
- #5** Talent (upskilling, staff retention, resource capacity)

What happens to technology innovation if there's a recession?

How innovation activity is allocated

42% Optimization of current systems, products and processes

31% Growth (new markets, revenues, etc.)

27% Building resilience against disruptions



51% expect to cut back on technology innovation strategy / investments

29% plan to continue to advance innovation strategy / investments

20% anticipate no changes

In the fourth quarter of 2022, Protiviti surveyed more than 1,000 CIOs, CTOs, CISOs, and other technology executives worldwide to ascertain concepts around innovation and technical debt across numerous regions, business types, revenue classes and management roles.

For more information, read our report at www.protiviti.com/techsurvey