



State of European Dev Ecosystem 2023

09

Nine Trends Shaping The Mindset
of Senior Tech Leaders

Research compiled from surveys and
interviews with 300+ Tech Leaders and
Product Leaders across Europe.

2023 – H2 Trends

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Introduction

The start of this decade has been earmarked by many unpredictable events - I'm reminded of the book *The Black Swan*, by the philosopher and economist Nassim Taleb, which was published last decade and explained that we do not build resilience into society for low probability events, like the black swans of this decade.

The interconnectedness of globalisation and "just in time" supply chains has created enormous turbulence for consumers, business and political leaders alike, whilst the growth of digital continues to reshape the business landscape. In the midst of this, leaders in tech companies, such as those run by our clients are having to innovate and adapt at an incredible pace.

To support this re-gearing, our focus at Deazy has been to continue to provide technology leaders with a flexibility of development resource, at speed, and with our hallmark of quality, to enable them to build resilience and capitalise through innovation in this decade of disruption.

Progressive Tech and Product Leaders are the community which has formed around the incredible ecosystem of devs, engagement models and teams that we have created at Deazy. Our hope through this eBook is to share a pulse from this community more widely - in the spirit of collective genius, one of our core values at Deazy, and share their insights on how they are tackling some of the same challenges you are going through.

Discover how Product and Tech Leaders are re-calibrating for 2023 and beyond, load-balancing innovation with technical debt, and resourcing around these dipoles.

We are excited to continue welcoming more into this community as we drive into the heart of this decade of disruption, and we look forward to going even broader and deeper into the conversation next year as we scale towards the highest quality, closed dev ecosystem in Europe.

Join us on the adventure.



Andy Peddar

Co-founder and CEO

Research methodology

To deliver our first, State of the European Dev Ecosystem eBook, Deazy collaborated with market research group One Poll who, along with in-house research, canvassed 300 senior European Tech Leaders and Product Leaders between August - September 2022, asking the questions presented in this eBook. A detailed overview of this research process is provided on p21.

01

Cybersecurity & data breach vulnerabilities are keeping Tech Leaders awake at night

For as long as the internet has existed, data security has been a critical concern. However, we are arguably living in an era where these threats are more present than ever.

As storing assets online becomes increasingly popular, keeping platforms secure is more important than ever. Businesses who are unable to do so can suffer devastating consequences.

Take for example the crypto exchange, Ronin Network, who saw \$615m worth of Ethereum and USDC stolen from the popular mobile game, Axie Infinity. The attack which took place in March of 2022 was the biggest cyber heist of all time. ⁽¹⁾

The damages caused by cyber attacks are also not only monetary. Today, with the help of the internet, political warfare takes on a new phase, via cyber attacks and high profile hacks. ⁽²⁾

This turning of the tides is also reflected in our State of European Dev Ecosystem research. Our survey shows, that over 50% of Tech Leaders are most likely to be kept up at night, worrying about cyber attacks. This concern is also shown to be twice as highly represented as the second issue on Tech Leaders minds, a lack of IT talent to fill project needs.

What is most likely to keep Tech Leaders awake at night?



The increasing number of threats places emphasis back on preventative measures and monitoring technology rather than reliance on an insurance policy



Pete Woodward
CEO, Securious

66.99

Speaking about the increasing prevalence of data breaches and cyber threats, Pete Woodward, Securious Co-founder and CEO states:

“One of the most interesting developments we’re seeing is around ransomware, which is still up there as one of the top cyber threats facing all organisations. The impact of a successful ransomware attack is obvious in many areas - downtime, ransom sums, reputational damage... But one of the most painful consequences of successful ransomware attacks is a hidden one... The renewal cost of cyber insurance.”

“Since ransomware is such a huge threat, many businesses have sought cyber insurance to legitimately cover them should they get hit.” Pete continues. *“But after a successful attack where they use their insurance policy to cover them, organisations are seeing a 100-200% increase in the cost of insurance renewal.”*

“This means that, once businesses have been hit (and increasingly even for those that haven’t been yet), they are having to do more to protect themselves rather than rely on an insurance policy. It’s harder to get cover without having decent cyber security in place, it’s costing far more to get cover and policies are covering far less.”

But, what can Tech Leaders do to minimise cyber security threats?

Pete suggests that preventative measures and monitoring is key:

“Businesses are left in a tricky situation and ultimately, the increasing number of threats places emphasis back on preventative measures and monitoring technology rather than reliance on an insurance policy to cover them should the worst happen.”

02

Short supply of development resource is here to stay and is a key roadmap limiting factor

Covid has exploded digital demand, and in 2022 supply for development resources continues to be constrained. This has impacted tech leaders' ability to deliver existing roadmaps, plan future projects and retain in-house talent.

Our research shows just how much leaders resonate with this issue with 33% of Tech Leaders reporting that senior talent, who have a capability to manage projects, are the hardest to locate. This lack of senior talent is also reflected in average dev salaries. Unexpectedly, an increased demand in tech talent has been followed by a decrease in average salaries, as more companies take on the risk of up-skilling junior talent, due to a lack of available devs. ⁽³⁾

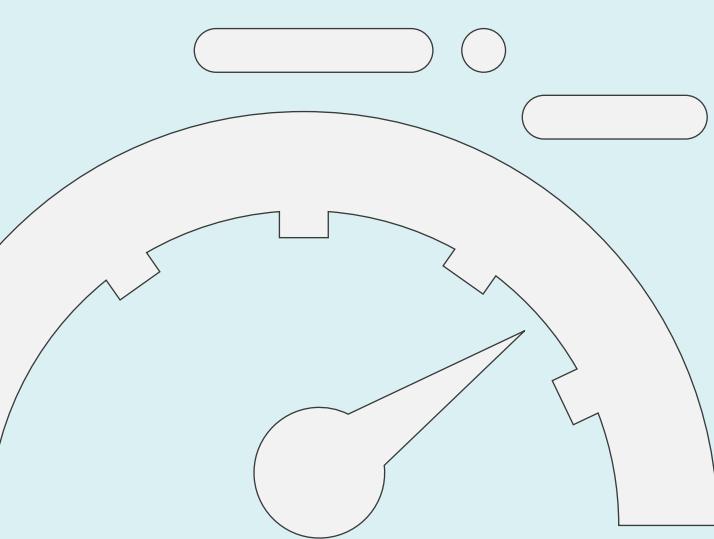
This trend is also reflected in companies' ability to deliver projects. When asked about relevant challenges in their business, UK product and technical leadership in our survey agree that a key pain point they are facing is delivering new digital products on time.

Top 3 UK technical delivery challenges

1 Delivering new digital products on time

2 Managing in-house dev capacity

3 Hiring technical talent that fit criteria



What's more, when asked what is most likely to stop projects getting off the ground successfully, 45% of Tech Leaders cited a lack of resources, with one in three Tech Leaders challenged by in house capacity.

What is most likely to stop a technology project getting off the ground successfully?

Insufficient resources

45%

A lack of support from the board/executive team/senior leaders

42%

Insufficient budget

40%

However, this challenge has given rise to solutions, like Deazy, who aim to bring efficiencies to this market by making it far easier for Tech Leaders and Product Leaders to build development squads. Our statistics show that the average time for Deazy clients from brief to placing a dev, for a given tech stack and industry, is just 15 days.

By doing the extra legwork of identifying and vetting devs, who are qualified and excited to work, our team has been able to connect 100s of clients with the talent they require.

"Like everyone, we have not been immune to challenges in dev hiring over the last two years. However key partnerships, like that provided by Deazy, have enabled us to keep delivering roadmap and value to customers from a technology standpoint."



Colin Woods
Group Information
Technology Director, RAC



03

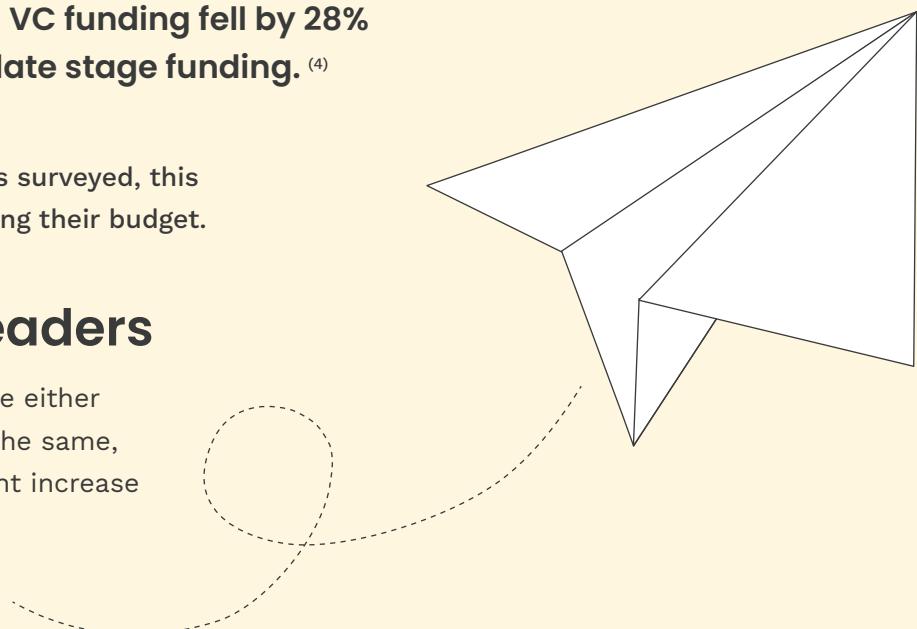
Despite headlines, budget for technical leaders is not currently in decline

The slow down in institutional funding for tech has been well reported in 2022 so far. During the first half of 2022, North American VC funding fell by 28% across seed, early, and late stage funding.⁽⁴⁾

However, for technical leaders surveyed, this flow of funding is not impacting their budget.

77% of Tech Leaders

Stated that their budgets were either slightly increasing or staying the same, with 18% reporting a significant increase - only 5% were in decline.



If I could change anything about my role, it would be:

More budget

48%

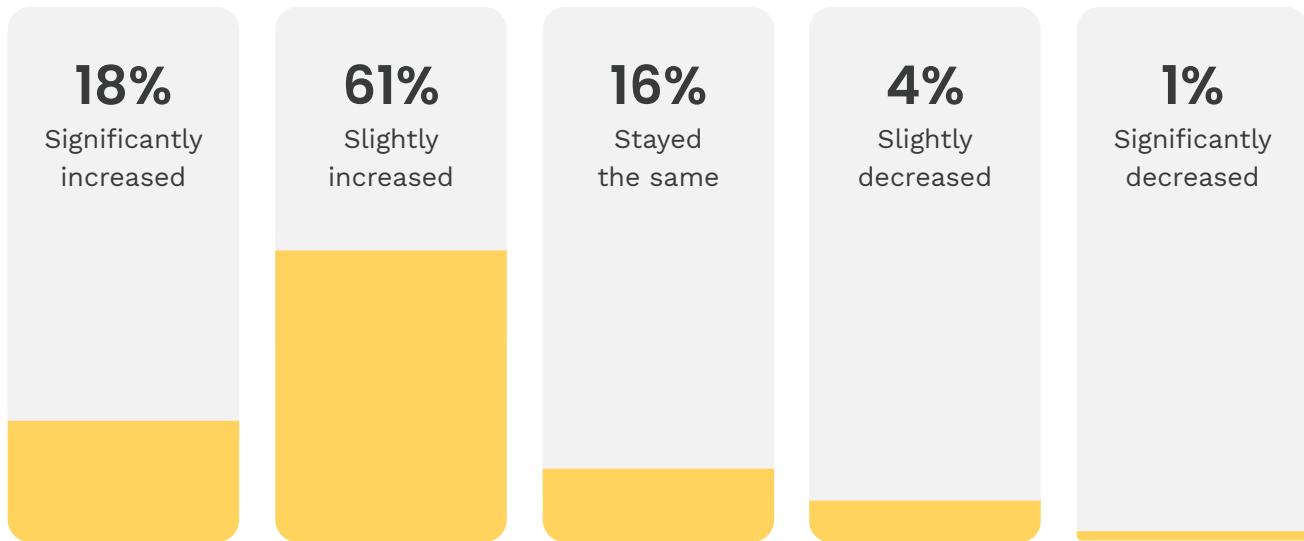
More resources

43%

Greater understanding of tech across the organisation

31%

How has your organisation's technology spend changed over the past 12 months?



However, even with increased budgets, 48% reported in a separate question that if they could change anything about their role, it would be having more budget. Arguably this is due to the increasing cost of resources, which constrains Tech Leaders from delivering their pre-planned roadmaps on the existing budget.

For many Tech Leaders their existing budgets are challenged not by their board asking them to cut spending, but by the ever increasing price of talent and delivery. Alongside a desire for more budget - 43% of Tech Leaders reported that they would like to get access to more resources.

As the cost of development is set to continue to increase⁽⁵⁾ technical leaders need to find new ways to stretch budget, and deliver their digital roadmap. However, many Tech Leaders are already feeling this pressure.



04

Skilled devs continue to cost more, meaning tech leaders are having to do more with less

In our ecosystem, the average development rate has increased by 12% during Q1 and Q2 of 2022. This is following a 31% increase seen in 2021.

The wider development market also reflects a similar trend. This year's Stack Overflow report shows that the median development salary has increased by 23% during the past year.⁽⁶⁾

This increase in cost is proving to be a key concern for technical and product leadership - especially in the UK. Based on our survey 44% of Tech Leaders and Heads of Engineering cite 'Rising Local Development Costs' as a key challenge they are facing at the moment.

This concern was also echoed by Product Leaders, with 43% indicating the same trend to be a key concern.

Our survey also shows that rising development costs are not just a localised issue. Technical leadership of UK businesses suggested that alongside scarcity of technical talent, local and offshore development costs are all key macro challenges they expect to face in the future.

Which of the following challenges are you facing? (UK)

Scarcity of technical talent

48%

Respondents (%)

Rising local development rates

44%

Rising offshore development rates

37%

In the EU we see a slightly different trend. Our survey shows that while 44% of EU technical leadership are concerned with increasing local development rates, this challenge is secondary to scarcity of tech talent – cited by 48%.

Which of the following challenges are you facing? (EU)

Scarcity of technical talent

48%

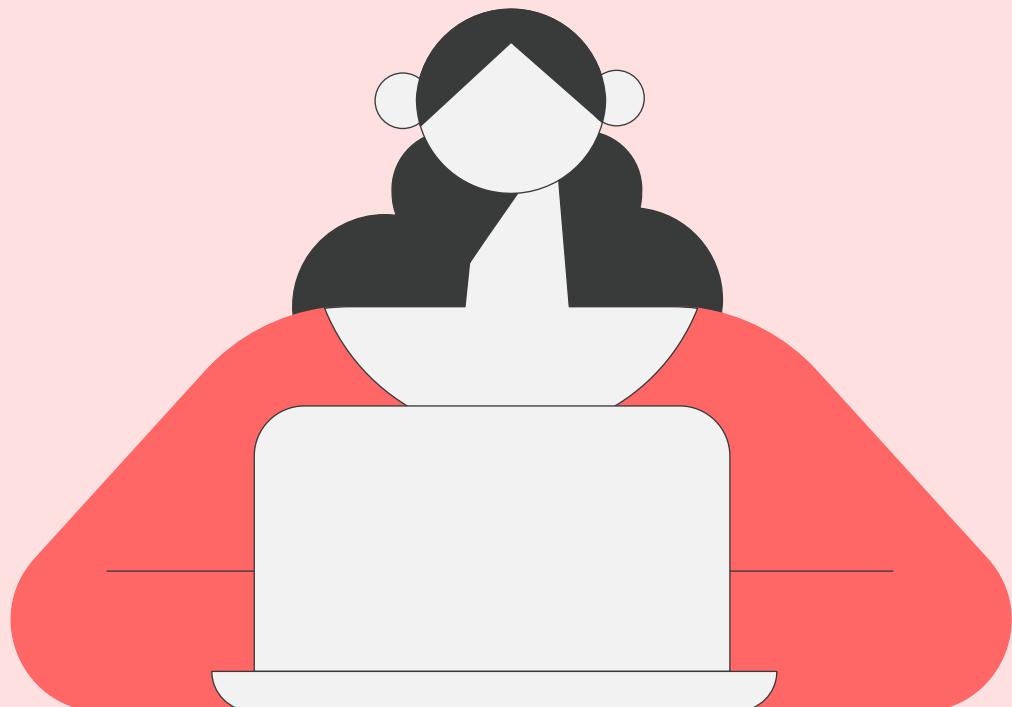
Respondents (%)

Rising local development rates

44%

Concern over financial market for funding

40%



05

Tech Leaders see their changing role as future-proofing the organisation in 2023 & beyond

In the post-pandemic world, businesses need to be more than just agile. Ensuring future success is about creating business resilience, which is much wider than a lean team or an adaptive approach to running a business.

Today, leaders need to consider both internal and external factors when creating their resilience agenda. This means taking into account the social, political, financial and cultural landscape within which each company exists, while also diving deeper into core internal strategies and structures to find optimal flexibility and speed. Leaders must do more than just react to trends, they need to be at the forefront of predicting them.⁽⁷⁾

Resilience must be intentionally designed into every aspect of a business, from organisational design and culture to supporting existing stacks and making technology choices for upcoming projects with trends and the longer term in mind.⁽⁸⁾

Speaking about future-proofing and why tech stack choice is important, Deazy's Co-founder and Tech Director, Gus Chadney suggested:

"A wide range of tech stacks allows companies to ensure that their products stay relevant. I've found that like any market, the technology space has its own cycle of trends. Hedging all your bets on one technology can cause issues down the road if your chosen tech stack becomes irrelevant."



Gus Chadney
Co-founder & Tech Director, Deazy

To create sustainable growth, resilience needs to go beyond just the company strategy. Today, businesses looking to maintain sustainable growth need to work on uplifting the communities around them, in order to thrive.

Where do you see the main remit of the Tech Leader heading in 2023 and beyond?

48%

Future-proofing the organisation

37%

Managing increasingly complex tech environments

36%

Managing data privacy issues arising from hybrid working

34%

Adopt technologies to deliver better client support and help

31%

Provision of tech to implement diverse services to better serve clients

06

Speaking of the future, the Metaverse is still trending...

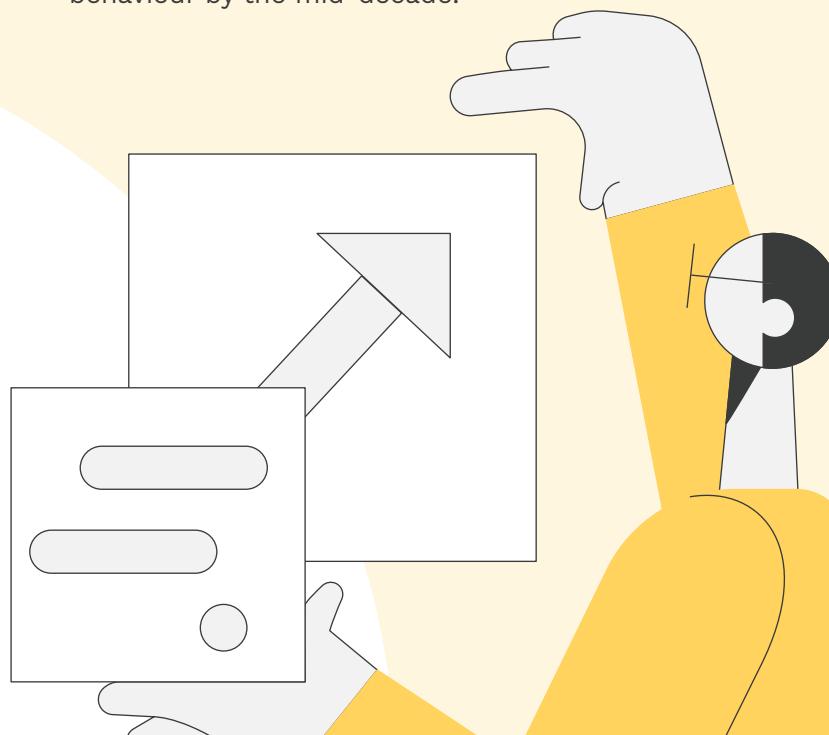
Over a third of organisations surveyed said that they had discussed launching a project in the metaverse. However, since resource limitations are a key concern for Tech Leaders, and with metaverse projects requiring specialised skills, one can only guess how many of these projects will go beyond a concept stage.

Nevertheless, for businesses looking to be prepared for Web3, metaverse based projects cannot be ruled out in the coming years. With tech giants, like Microsoft investing \$70billion in gaming company Activision Blizzard to make metaverse based projects, and Meta investing \$10billion, the virtual world is a highly funded bet.⁽⁹⁾

For some businesses metaverse projects aren't just a plan for the distant future. A quarter of the Tech Leaders in our survey indicated that they have already launched projects in the metaverse. This intention is also reflected in the general market.

In a survey conducted worldwide by Statista in March of 2022, 17% of Computer and IT businesses, 12% of the Educational sector and 11% of Finance businesses said they had already begun investing into the metaverse.⁽¹⁰⁾

Whilst recent published data demonstrates the slow consumer adoption of Metaverse platforms from a MAU perspective⁽¹¹⁾, Tech Leaders preparing for 2023 need to plan for significant consumer adoption as the main players bring new metaverse offerings to market. While this leap may seem unproven today, the huge investment from global tech giants and VCs indicates a potential for a significant paradigm shift in consumer behaviour by the mid-decade.



07

Whilst from a legacy perspective, managing obsolete systems is still a significant productivity bottleneck

A quarter of all Tech Leaders surveys stated that they were continuously challenged by legacy systems which created additional management and productivity overheads.

The support and maintenance for internal and external systems used by businesses is expensive, regardless of whether a company uses SaaS platforms or their own bespoke system. In fact, in 2022 alone, IT spending on enterprise software is expected to amount to around \$675 billion worldwide.⁽¹²⁾

Updating existing legacy systems or migrating to a new software provider can be expensive and time consuming. These changes also often come with a secondary challenge of retraining staff.

While on paper moving from one system to another may seem simple, many Tech Leaders struggle to find the balance between maintaining existing systems and investing in new software to support their future operations.

For companies with in-house development staff, this also comes with a secondary challenge: keeping staff engaged. An increasingly competitive development market means developers are continuously being approached by recruiters. This makes it difficult to maintain a team, especially if their main focus is on the repetitive and boring tasks often associated with legacy system maintenance.

Nevertheless, updating legacy systems must be done. When asked about their plans for 2023 and beyond, a quarter of Tech Leaders suggested managing their legacy systems will be a key part of their plans.

“In the ecommerce market we continue to see enterprise brands migrating from legacy solutions to the new generation of cloud-native solutions like Shopify Plus, BigCommerce and Commercetools. These mission-critical digital transformation projects are leading Tech Leaders to augment and support in-house dev teams with highly skilled, rapidly deployable third-party resources to help lead that change.”



Read more about how mid-sized enterprises, such as the RAC have worked with Deazy to transform digitally.

[Read more](#)



Dan Partridge
CEO - Swanky Agency

08

The main benefit of going nearshore for Tech Leaders is in diversifying their tech stack skillset

Whether Tech Leaders are tackling future innovative projects or looking for new ways to maintain legacy technology, identifying specialised resources is both a challenge and a key reason why many choose to look for nearshore partners.

Getting access to a wide range of talent who can help tackle projects for different platforms and which allows Tech Leaders to be ambitious about their projects is key to staying agile and up to date with the ever changing landscape. Furthermore, using a wide range of techstacks allows businesses to future proof themselves.

In our survey it is clear that covering multiple tech stacks is front of mind for Tech Leaders, with 31% of Tech Leaders indicating that this would be a key motivator for them to work with nearshore dev teams.

Why is it so hard to cover multiple tech stacks and why is it so important anyway? Businesses are digitally transforming in order to compete, which means trying to both support, maintain and re-build existing products whilst simultaneously building new digital products for internal or external customers. Tech Leaders must ensure they consider key technology trends so they can set a future-proof strategy for their architecture and tech stacks but it ultimately means they need expertise to fulfil both legacy tech and those required to fulfil the transformation.

Supporting and maintaining a large and technologically diverse in-house dev team can be challenging, especially in an increasingly competitive development market. That is why, having access to a wide range of devs, with differing expertise, when you need them, is the perfect middle ground for businesses looking to diversify their portfolio.

When working with nearshore dev teams, which of the following benefits would be the most useful?

31%

Ability to build capability across multiple tech stacks, in line with our tech strategy, by getting access to nearshore development experts.

29%

Ability to work with employed devs, who are fully retained for my projects, instead of freelancers.

27%

Ability to work with devs who have relevant technical knowledge and industry experience.

09

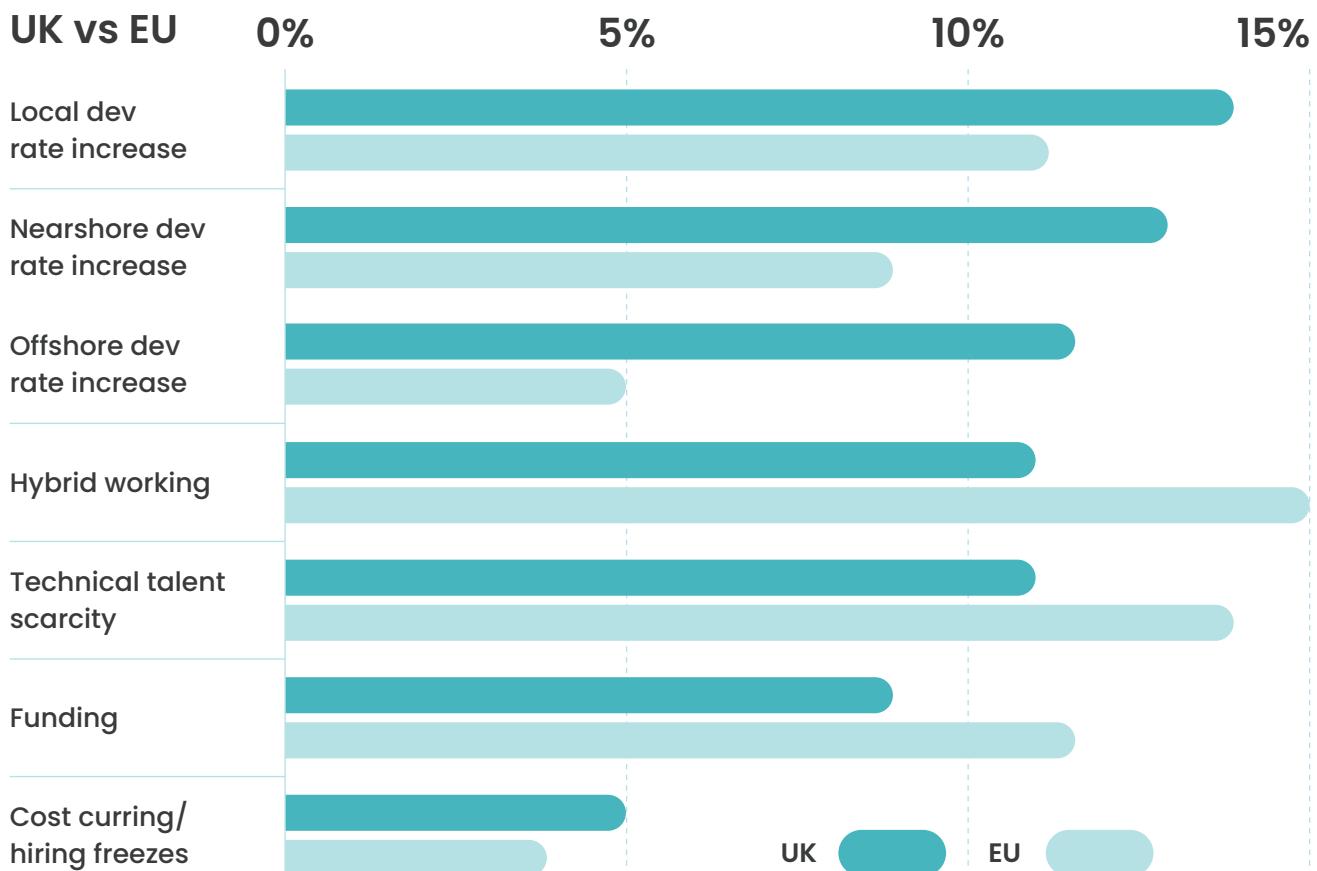
Maintaining productivity whilst working hybrid is not a concern for technical teams

In recent years, transitioning to hybrid working and managing hybrid teams has been a key discussion within the business world.

Maintaining productivity whilst working hybrid is not a concern for technical teams. The push to get their employees back into the office can cause backlash⁽¹³⁾, and leaders are having to face a new challenge to rebuild operating models amidst new expectations of both work and service delivery.

Nevertheless, our research indicates that for UK technical leaders there are more important headwinds and concerns. When asking what keeps UK Tech Leaders up at night - only 16% of respondents indicated that maintaining productivity in a hybrid working environment was a key concern.

What challenges are UK and EU technical leadership most worried about?



Interestingly, EU technical leaders do seem to be more inline with their product leader counterparts.

As shown on the graph above, EU technical leaders are primarily concerned with making hybrid work, scarcity of tech talent and rising local development rates. This is strongly echoed by both UK and EU product leaders.

But how can we explain the difference in focus for UK technical and product leaders?

Arguably, these two departments, while greatly interlinked, face very different day-to-day challenges. Our research shows that UK product leaders are more concerned with keeping their in-house team happy and productive, while technical leaders look towards future challenges faced by the ever shrinking talent pool and increasing development cost.

It is important for a CEO or leader of a business to think about how they can bridge the gap between the technical and product aspects of their business.

It is important to consider:

How can you help your product leader keep their in-house team happy, while also helping technical leaders tackle a shrinking recruitment pool?

Top 3 challenges faced by UK and EU product leaders

01

Making hybrid work & maintaining productivity

02

Scarcity of technical talent

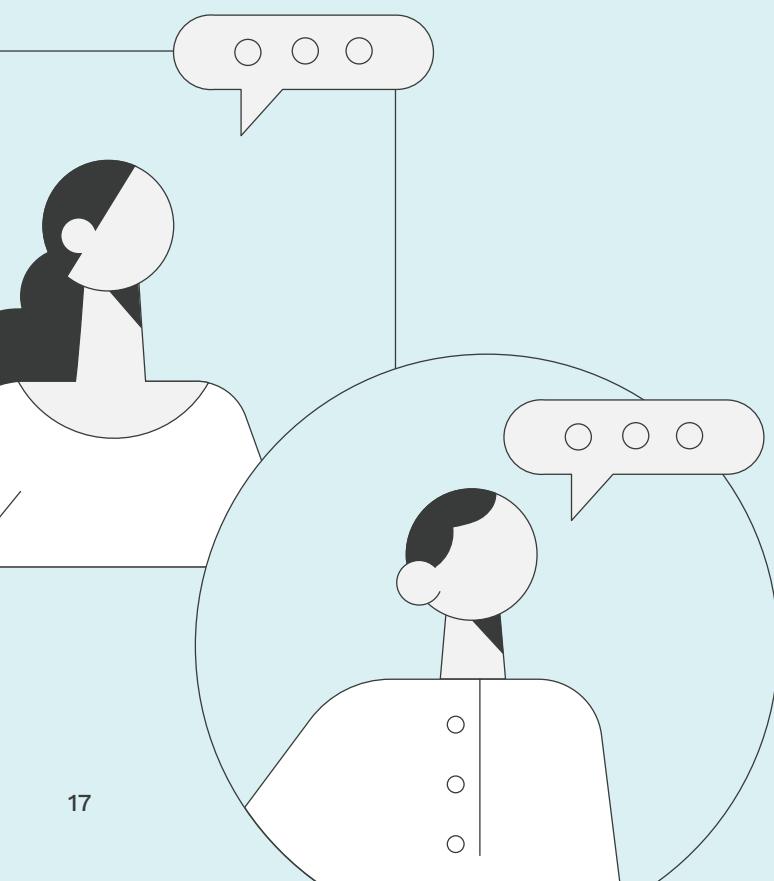
03

Rising local development rates

"To make hybrid work you have to be intentional, individually, and as a team. It takes work. We encourage team members to be proactive and protect their time so that they have space for critical interactions - be that for social connections, collaboration or creative ideation."



Jack Brooks
Operations Director, Deazy



Say hello to Deazy!

Deazy was created to help Tech Leaders and Product Leaders deliver their digital transformation roadmaps and grow their businesses, regardless of external factors and challenges.

Deazy's dev ecosystem

5,000+

devs across 80+ teams

→ Engineering, testing, data, DevOps, product, design

20+

core tech stacks

Our co-founder and CEO, Andy, experienced this disempowerment first hand, when he had multiple outsourcing development partners fall through at the last minute.

Today, Deazy's ecosystem has more than 5,000+ devs, across 20 countries, who provide expertise in over 70 techstacks. This vetted talent pool helps us connect nearshore devs with businesses and agencies across the UK and Europe.

In 2023 and beyond, when business leaders need to keep their eyes on the ever changing landscape, our model helps minimise the challenges of development and product delivery. Our ecosystem gives you access to a private cloud of teams and devs who can start working in as little as 2 weeks.

Deazy also enables companies to support an R&D tax reclaim as a UK company, whilst delivering the cost benefits of nearshore delivery. Our business model means your engagement with talented dev teams is managed and overseen by a UK headquartered business, regardless of the location of your nearshore team. This means, if you are delivering an ambitious and innovative project, you could be eligible for an R&D tax reclaim.

So why not make 2023 your year of Deazy: development made easy?

Want to learn more about the Deazy way?

Below, you can find out a little bit more about our offering and what sets us apart from our competitors.

We'd also love to tell you more about it on a quick call - [want to chat?](#)



Making development easy, in an increasingly complicated world

Based on our research it is clear that development talent is scarce and expensive. However, with the help of Deazy, it doesn't have to be. Our curated ecosystem of over 5,000 devs gives you access to the best nearshore development talent.

Our dedicated delivery partner team vets development houses and their team. This means, the time consuming work certifying and vetting devs for tech skills, culture and comms is already completed by the time candidates are presented to clients.



From infosec to tax claims – helping clients win

We understand that cyber security is incredibly important to business leaders of today - these findings are also backed up by our research. When working with Deazy, cybersecurity threats will become the last thing on your mind.

We are ISO27001 certified, meaning all our infosecurity practices are kept up to date with the highest standards. We also push these practices down to our delivery partners, asking them to take an info security survey prior to onboarding teams - to ensure their standards meet ours.



Aside from ensuring security, Deazy's model enables some of our UK clients to make R&D tax claims, whilst still benefiting from cost effective, nearshore delivery. Unlike other nearshore development companies, we allow you to engage with devs through our UK based business. This means, if you are a small and medium sized enterprise (SME) you could be eligible to apply for a tax reclaim.



Future proofing and hybrid working made easy

We understand that for many business leaders creating a hybrid environment is a key challenge they look to tackle in 2023. That is why we ensure each of our nearshore devs are vetted not only for tech ability, but also for culture and comms.

Our ecosystem of devs have worked in remote environments for years, meaning they are well versed in how to effectively work in a hybrid team. To add extra assurance, our talented UK team of product and delivery managers oversee every engagement, ensuring everything runs smoothly.

As a hybrid team ourselves, we understand the ins and outs of making remote work, well, work! As part of each engagement we carve out processes and ways of working that fit directly into your business model to ensure success. This means, you never have to compromise tried and tested internal processes, to fit with our devs – we're here to help!

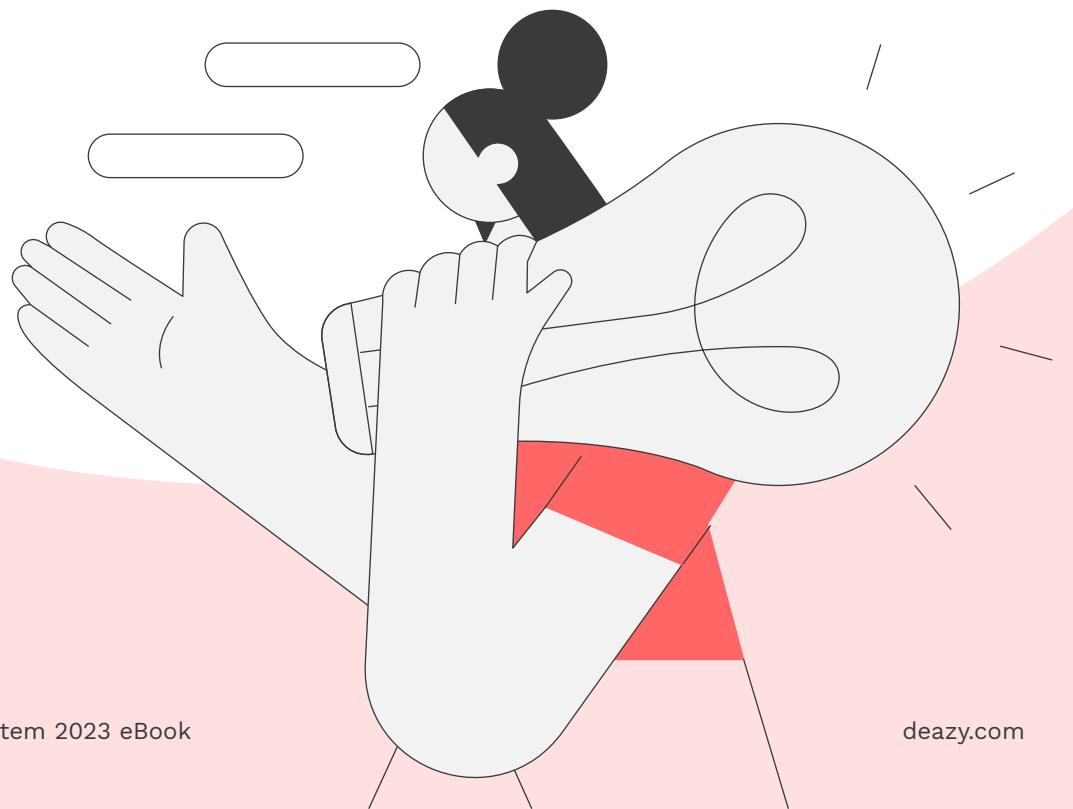


Help with legacy system upgrades and ambitious new projects in the metaverse

Our findings show that tech leaders of today are challenged by both bringing their business into the 21st century and building for the future at the same time. This puts Tech Leaders and Product Leaders in unique positions where they must find talent who can do both.

This is where our business model's flexibility comes into play. With access to a private cloud of suitable devs, who have vetted experience in 70+ tech stacks and 100s of industries, you are sure to find talent who can help you update a legacy system or launch an ambitious VR project in the metaverse.

Having the ability to engage talent for short term projects, and switch devs on-and-off as needed, means you only pay for the talent you need - when you need it.



Methodology

Learn more about how the research for this eBook was conducted below.

In-house research

We reached out to technical leaders in 200 businesses of all sizes, from start-ups to VC funded scale-up and large enterprises. The businesses surveyed are based in UK and Western Europe.

The specific roles targeted were:

- CTO
- Head of Engineering
- CPO
- Head of Product

Third-party research

For our second survey, we used a third party research company - One Poll - who reached out to 100 UK based Tech Leaders.

Methodology and Data Analysis

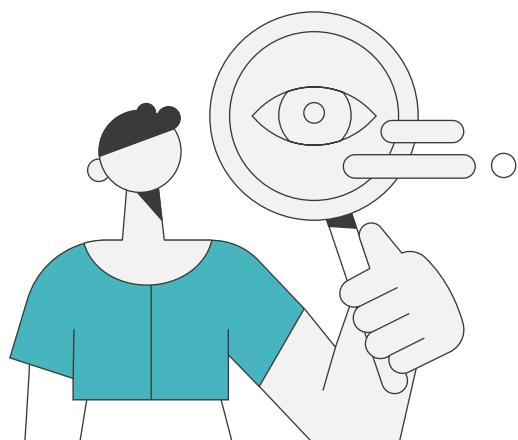
Both surveys used quantitative analysis to gather information. We asked them questions similar to the examples listed below:

- Rank statement from most important to least important
- Pick out 3 statements from a list of statements which resonated with them the most
- Indicate changes in their business based on a likert scale.

For our own in-house survey, the data was analysed as a whole - looking at all 200 responses, as well as breaking down the roles into technical (Tech Leader and Head of Engineering) and product (Product Leader and Head of Product) sections. The data was also analysed based on location UK VS EU.

Additional Resources:

Alongside our internal surveying we used a number of other sources in our research to further back up our trends and findings. A full list of sources can be found on page 24.



Sources:

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DevEngine

Deazy enables Tech Leaders and Product Leaders to rapidly build dev squads from our vetted global dev ecosystem. Deazy also enables the reclaim of R&D tax for development projects as a UK based company.

[Learn more](#)

deazy.com
hello@deazy.com

DEAZY