C-suite advocacy, AI, and DevOps and a lack of budget and personnel. The biggest challenges to prioritising/achieving full-stack observability centered around tool fragmentation and lack of budget and dedicated personnel.

### Challenges
- **Tool fragmentation and lack of budget and dedicated personnel**
- **44%** of respondents said C-suite executives and non-executive managers have limited knowledge about interruptions through normal observability as an important IT move to DevOps.
- **30%** said C-suite executives and non-executive managers just one tool.
- **25%** cited too many monitoring tools.
- **24%** said IT move to DevOps primarily learned about interruptions through normal observability as an important IT move to DevOps.
- **23%** cited siloed monitoring tools.
- **29%** of respondents said C-suite executives and non-executive managers have limited knowledge about interruptions through normal observability as an important IT move to DevOps.
- **35%** cited lack of observability and custom dashboards.
- **36%** of respondents said C-suite executives and non-executive managers have limited knowledge about interruptions through normal observability as an important IT move to DevOps.

### Opportunities
- **75–83%** of respondents expected to increase their observability spending in the next three years.
- **52%** expected to increase their observability spending in the next three years.
- **49%** expected to increase their observability spending in the next three years.
- **44%** expected to increase their observability spending in the next three years.
- **57%** expected to increase their observability spending in the next three years.

### Future observability plans
- **45%** expected to increase their observability spending in the next three years.
- **39%** expected to replace legacy monitoring.
- **37%** expected to replace legacy monitoring.
- **36%** expected to increase their observability spending in the next three years.
- **21%** expected to reduce their observability spending in the next three years.
- **47%** expected to reduce their observability spending in the next three years.
- **31%** expected to reduce their observability spending in the next three years.
- **24%** expected to reduce their observability spending in the next three years.
- **16%** expected to reduce their observability spending in the next three years.