

Middle East, Türkiye, and Africa AI, Data, Analytics, and Automation Trends and Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Middle East, Türkiye, and Africa AI, Data, Analytics, and Automation Trends and Strategies* service takes a closer look at the data, analytics, automation, and artificial intelligence technology segments of the META market.

Markets and Subjects Analyzed

- Data management platforms and strategies
- Embedded AI and custom developed AI tools
- Advanced predictive analytics and machine learning
- Convergence of AI, ML, and automation
- Generative AI
- Country and region level market developments and growth opportunities
- Key spending areas and spending forecasts
- Competitive assessments and landscapes
- Buyer maturity and priorities, and data & analytics skills, culture, and governance
- Adoption drivers and inhibitors
- Use cases, industry trends, and preferred deployment models
- Vendor perceptions

Core Research

- Middle East, Türkiye, and Africa Artificial Intelligence Software Forecast, 2022–2027
- IDC Market Glance: Middle East, Turkey, and Africa Conversational Artificial Intelligence Tools and Technologies
- Middle East, Türkiye, and Africa CIO Perspectives and Buyer Trends: Data and Analytics
- Middle East, Türkiye, and Africa CIO Perspective and Buyer Trends: AI and Automation
- IDC Market Glance: Middle East, Türkiye, and Africa Conversational Artificial Intelligence Tools and Technologies
- IDC PeerScape: Leveraging Conversational AI for Superior Customer Experience

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Middle East, Türkiye, and Africa AI, Data, Analytics, and Automation Trends and Strategies](#).

Key Questions Answered

1. How is the market opportunity for data, analytics, automation, and AI across the Middle East, Türkiye, and Africa evolving and developing?
2. How large are the markets associated with business analytics and AI, and how fast are they growing?
3. What are the preferred use cases and industry trends for data, analytics, automation, and AI?
4. Who are the key players in the data, analytics, automation, and AI technology markets in the META region?
5. How are buyers' expectations of technology vendors changing, and what are their priorities and challenges?

Companies Analyzed

This service reviews the strategies, market positionings, and future directions of several providers in the data, analytics, automation, and AI markets, including:

Oracle, SAP, Microsoft, AWS, Google, SAS, IBM, Microstrategy, Qlick, Salesforce, ServiceNow, C3.ai, Cloudera, Dataiku, Rapidminor, Dynatrace, Datarobot, UiPath, Automation Anywhere, Blue Prism, TIBCO, Snowflake,

Informatica, Alibaba, Teradata, Esri, Datadog, MongoDB, Datadog, and Workfusion