

Quantifying the Economic Impact of Digital Transformation

How a large tech company leveraged IDC research to build thought leadership in its signature marketing campaign

SITUATION

A leading global software firm, one of the largest technology companies in the world by market capitalization, needed an in-depth research study to serve as the foundation of its signature marketing campaign for the entire Asia/Pacific region for a full year.

Aimed at positioning itself as a thought leader in digital transformation for the greater good, the client sought to establish itself as a technology provider keen to drive technology adoption to help nations and their governments fulfill their technology goals and realize more significant benefits for businesses and citizens.

SOLUTION

IDC banked on its market intelligence and leadership footprint in the region to provide the client with actionable insights and clear recommendations on various areas of the research, including how businesses can seize digital transformation opportunities and learn from missed opportunities after failing to capitalize on them.

Aside from the business impact, the research also covered both the macroeconomic and societal benefits of technology to the Asia Pacific countries and their citizens, fulfilling the client's objectives of making the output relevant to various readers and worth the media's attention.

RESULTS

The research coverage and outcomes included:

- 17 markets covered
- Almost 2,000 news stories published as of end-2023
- Over 76M social impressions tracked
- 35,000+ additional website page views

ABOUT IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

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