

IDC FutureScape Reports

A sneak peek at this year's report line-up

An IDC FutureScape report lists the top technology predictions for the coming 1-5 years in a particular area. IDC FutureScape reports technology suppliers and leaders, helping them decide on their priorities and investments to achieve desired business outcomes. An IDC FutureScape report on a particular topic could be written from a global, regional, or country-level view.

The reports are written for Line-of-Business executives, CIOs, IT directors, IT managers, IT architects, and other IT buyers.

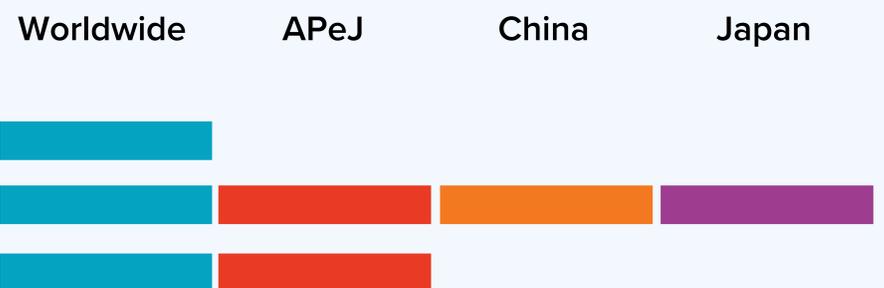
What's more, there is an accompanying report written for technology suppliers keen to build their brand story around these prediction statements. Please contact Tessa Rago at trago@idc.com if you would like to know more.

FOCUS AREA

Persona-based

- B2B Sales Leadership
- CIO Agenda
- CMO Agenda

IMPLICATIONS

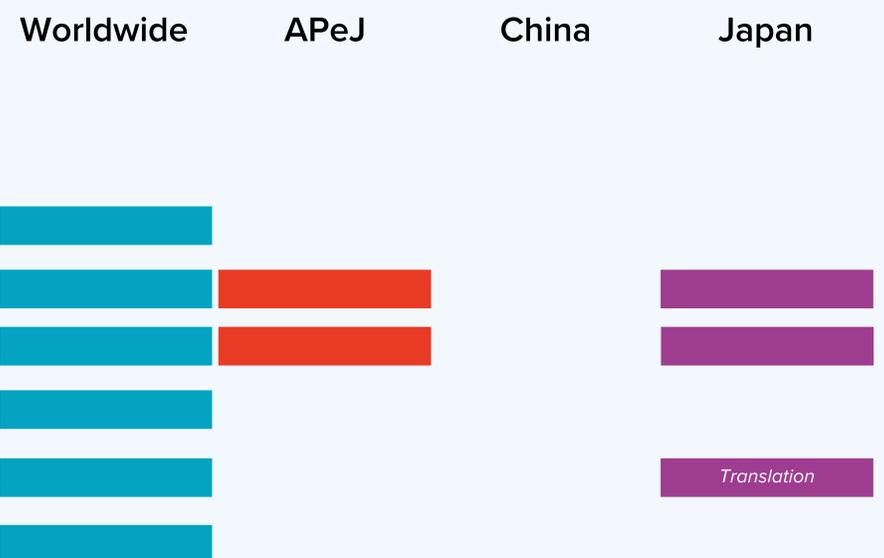


FOCUS AREA

Digital Consumer and Enterprise

- Future Consumer
- Future of Customer Experience
- Future of Digital Infrastructure
- Future of Industry Ecosystems
- Future of Operations
- Future of Work

IMPLICATIONS



FOCUS AREA

Channels and Alliances

- Channels and Alliances (NEW)

IMPLICATIONS



FOCUS AREA

Small and Medium-Sized Business

- Small and Medium-Sized Business

IMPLICATIONS



For more information about FutureScape reports, please contact Tessa Rago, VP Marketing, at trago@idc.com.

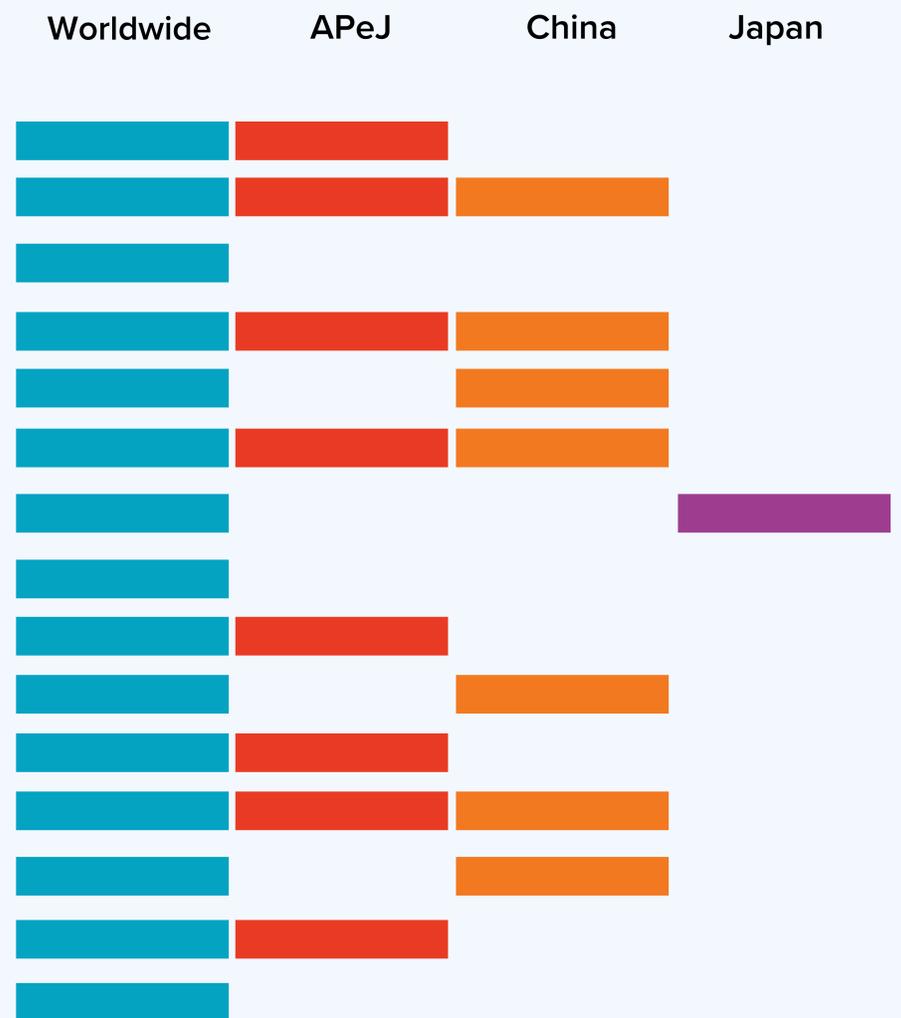
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Industries

- Corporate and Investment Banking
- Healthcare Industry
- Hospitality, Dining, and Travel
- Insurance
- Life Sciences
- Manufacturing
- Manufacturing Product & Service Innovation
- Media and Entertainment
- National Government
- Oil and Gas
- Retail
- Retail Banking
- Smart Cities
- Supply Chain
- Utilities

IMPLICATIONS

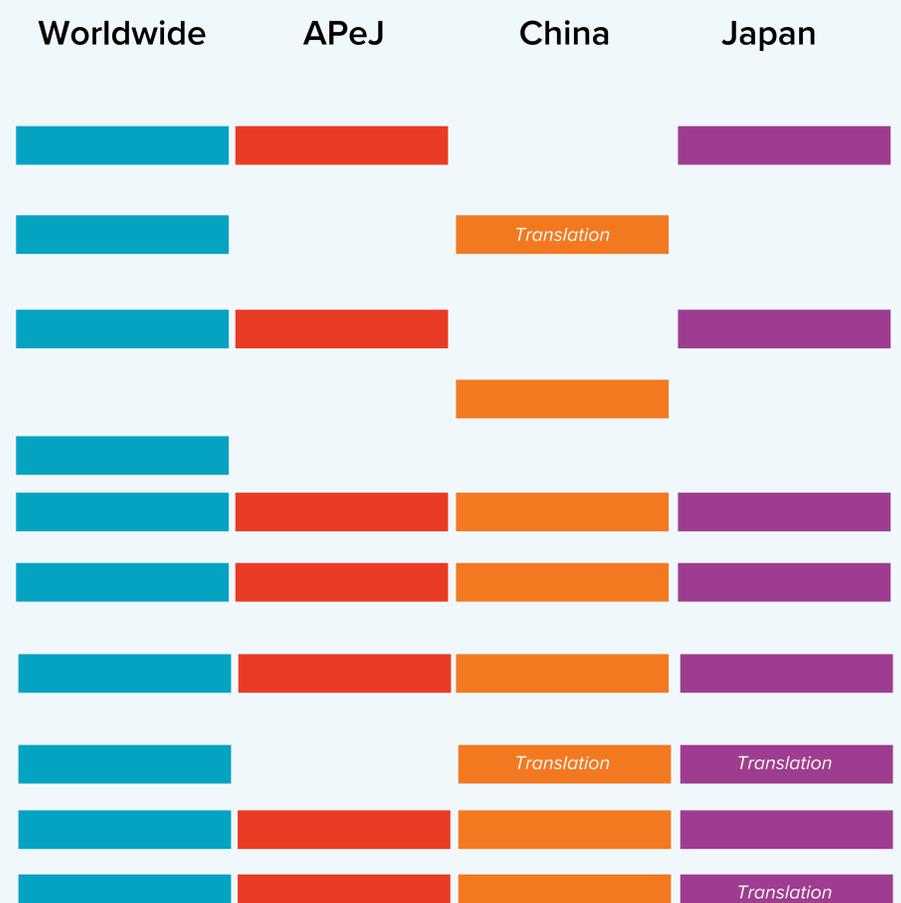


FOCUS AREA

Technology

- Artificial Intelligence and Automation (*)
- AI, HPC and Performance Intensive Workloads
- Cloud (*)
- Cloud Computing
- Connected Devices
- Data and Analytics
- Developer and DevOps
- Digital Business and AI Transformation Strategies (*)
- Emerging Technologies
- Enterprise Connectivity Strategies
- Generative Artificial Intelligence

IMPLICATIONS



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(*) Also available for India or Korea.

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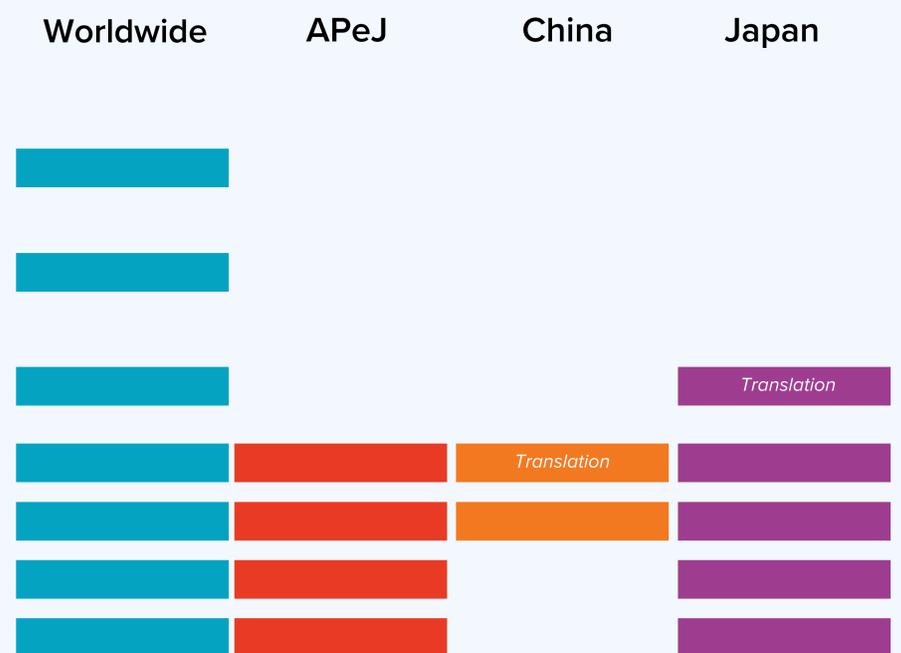
A sneak peek at this year's report line-up

FOCUS AREA

Technology

- Imaging, Printing, and Document Solutions
- Intelligent Content Services and Knowledge Management (New)
- Intelligent ERP
- IT Industry
- Security & Trust
- Services
- Sustainability/ESG

IMPLICATIONS



The Advantage of IDC FutureScape Reports

IDC FutureScape Reports are designed to create actionable recommendations that are linked to key ecosystem drivers and data from IDC customers across various industries.



BENEFITS TO TECHNOLOGY AND BUSINESS LEADERS

The reports help:

- Frame the direction of your IT Strategy and Roadmap for the next 12-60 months.
- Evaluate individual areas of IT impact from fast-emerging technology solutions.
- Justify technology adoption and investment decisions, big and small

BENEFITS TO TECHNOLOGY SUPPLIERS

The reports help:

- Educate technology and business leaders on IT trends and emerging tech that will impact their short- and long-term IT investments.
- Prediction statements are visible and highly-promoted by IDC.
- Offer an opportunity to build a marketing narrative around IDC's objective predictions and its impact for the next 12-60 months.