



The GenAI Impact on Your Existing Markets

Building Strategic Resilience in This Ever-Evolving Market Landscape

As businesses navigate the transformative effects of GenAI on the market landscape, understanding where and how GenAI impacts your specific markets becomes imperative for sustained success. The question arises: Are you attempting to quantify GenAI's impact on your current and adjacent markets? A shallow understanding of GenAI's influence is insufficient. You need to do a deep dive into your existing market size and segments, with a keen focus on formulating strategies that not only adapt but thrive in the face of this rapid change.

The first step is to assess how GenAI impacts your existing markets and segments. Does it represent new revenue opportunities? Does it provide differentiation in a competitive market? Is significant disruption to your core markets a risk? This introspection is crucial to identify potential threats and opportunities. But the analysis shouldn't stop there; you need to evaluate the capabilities of your current partners. Are they equipped to weather the GenAI storm, or will their limitations impact your market standing? How about your sales teams? Can they position your existing and GenAI enabled offers against your competitors in this rapidly evolving landscape?

Assessing Partner Capabilities and Future-Proof Collaborations

Consider the ripple effect: How could the capabilities of your partners impact your market share? Collaborative efforts that once thrived may face challenges, necessitating a reevaluation of partnerships in the GenAI landscape. The interconnected nature of markets means that changes in one segment can reverberate across your entire ecosystem.

To address these questions, businesses must invest time in crafting robust strategies grounded in sound data. Relying on anecdotal evidence, outdated information, or failing to get alternative perspectives can lead to misguided decisions. Enter industry analysts—seasoned professionals who can provide real, up-to-date research with an outside-in perspective to guide your strategic decisions.

Engaging in strategy sessions with industry analysts becomes a valuable investment. These sessions not only shed light on current market trends but also anticipate future shifts influenced by GenAI. Armed with this knowledge, businesses can proactively tailor their strategies, positioning themselves as pioneers rather than followers. These sessions can also serve as the first step in building out or adjusting your market data to better account for and track GenAI's impact.

Customer and Market Analytics for GenAI

Businesses should capitalize on the capabilities of IDC's Custom Analytics, utilizing bespoke data and market models, to better inform your business decision making. These tools offer a nuanced understanding of how GenAI is shaping specific market segments, empowering businesses to make informed decisions tailored to their unique circumstances.



Ecosystem mapping and profiling are indispensable tools in this endeavor. Understanding the broader landscape helps businesses identify potential encroachments and pinpoint areas of opportunity. By staying ahead of the curve, businesses can pre-emptively counter threats and position themselves as leaders in the GenAI-driven market.

The GenAI revolution demands a proactive approach. To thrive in this transformative era, businesses must go beyond superficial assessments of market impact. Instead, they should invest time and resources in in-depth strategy sessions, industry analysts, and customer and market analytics to navigate the complex terrain of evolving markets. In doing so, businesses can not only weather the GenAI storm but emerge stronger and more resilient in the face of technological disruption.

Seize the opportunities, mitigate the risks, and lead your business into a future where innovation and strategy converge. Let's navigate the GenAI journey together.

IDC Custom Solutions: Custom Analytics

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