

European Digital Native Business, Start-Ups and Scale-Ups

IDC's *European Digital Native Business, Start-Ups and Scale-Ups* advises technology suppliers on the market dynamics and segmentation, business priorities, tech buying patterns, and go-to-market approaches (sell to/sell with) needed to engage digital native organizations in Europe.

Markets and Subjects Analyzed

- A European market segmentation by industry sector
 - Business and technology priorities for digital natives in Europe
 - Survey feedback to understand which technologies are driving spending in the European market
 - Where and how European digital natives need help from tech vendors and investors to drive their growth
 - Key buyer personas and C-suite dynamics for European digital natives
 - Overview of the main tech providers' digital native strategies and best practices
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Core Research

- European Digital Natives Organizational Structures and Key Personas
 - The EMEA Digital Native Business Spending Opportunity for Tech Vendors
 - Redefining European Digital Natives Segmentation: An Overview
 - The Unicorns Landscape in Europe
 - European Digital Natives Business and Tech Priorities
 - Engaging Digital Natives: Tech Vendors' Best Practices in Europe
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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: [European Digital Native Business, Start-Ups and Scale-Ups](#).

Key Questions Answered

1. How can the European market of digital natives be sized and segmented based on IDC's taxonomy (size, tech usage, and business focus)?
 2. Which technology areas are the most relevant in terms of priorities and spending for the European digital native segment? What are the key defining characteristics of digital native companies in terms of technology strategies, budgets, and decision making processes?
 3. How do digital natives in Europe grow from start-ups to scale-ups to mature digital businesses, and how do they differ in terms of technology needs and key decision makers?
 4. How can digital natives' growth be supported to ensure their long-term success?
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Companies Analyzed

This service reviews the strategies, market positionings, and future directions of several providers in the digital native business, start-ups, and scale-ups market, including:

Alibaba Cloud, Accenture, Adobe Systems, , Amazon Web Services (AWS), Atos , Capgemini, Cisco, Dell EMC, Deloitte, DXC, Fujitsu,

Google Cloud, HPE, IBM, Intel, Microsoft, NEC, Oracle, PwC, Salesforce.com, Siemens, SAP, ServiceNow, VMware and Workday