Asia/Pacific Digital Business Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

A digital business creates and captures value through digital products, services, and experiences. The ongoing shift toward digital business models marks the next era of digital transformation where organizations use technology to compete, grow digital revenue, and disrupt markets with the digital business model. IDC's *Asia/Pacific Digital Business Strategies* research program studies the transformation of organizations in their use of digital technologies to run a viable digital business.

This program examines Asia/Pacific including Japan (APJ) organizations' digital business maturity, priorities/challenges, competitive landscape, and end-user buying behavior of the C-suite and IT/LOB executives. The research looks at the impact of digital businesses on organization and operating models and technology and data architectures. Technology vendors can expect both quantitative data and qualitative insights to identify key areas of growth, position relevant messaging, and inform go-to-market and/or product strategies.

Markets and Subjects Analyzed

- APJ organizations' business transformation assessment
- CEO/C-suite agenda, priorities, and challenges
- Emerging digital business models, operating and organization models, and digital ecosystems
- The evolution of digital dream teams (C-suite) and their technology buying criteria
- Technology strategies and priorities in digital business platforms, data, and AI capabilities
- Expected business outcomes, value definition, and key performance indicators used
- Prioritized industry use cases and generative AI applications

Core Research

- CEO Sentiment Surveys
- C-Suite Technology Surveys
- Digital Executive Sentiment Surveys
- Business Consulting and Integration Service Vendor Assessments
- Digital Business Strategies Predictions
- Best Practices from IDC Future Enterprise Award Winners

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: Asia/Pacific Digital Business Strategies.

Key Questions Answered

1. What is a digital business?
2. What are the forces driving and inhibiting business transformation?
3. How are the C-suite roles evolving to run a digital business?
4. What are the desired business outcomes and value drivers for technology investments?
5. What are the emerging digital business models and the relevant use cases?
6. How are organizations using technology to achieve long-term sustainability goals?
7. How are organizations prioritizing generative AI investments to accelerate business transformations?

Companies Analyzed

IDC's *Asia/Pacific Digital Business Strategies* research examines how technology vendors are positioning themselves to compete in the Asia/Pacific market, in addition to how they are perceived by end users. This program reviews the strategies, market positioning, and future direction of several digital technology vendors, including:

Accenture, Adobe, Amazon Web Services, ATOS, Bain & Company, Boston Consulting Group, Boomi, Capgemini, Cisco, Cognizant, Concur, Dell, Dell EMC, Deloitte, DXC Technology, EY, Fujitsu, Google, HCL Technologies, Hewlett Packard Enterprise, IBM, Infor, Infosys, Informatica, KPMG, Kyndryl, McKinsey & Company, Microsoft, NTT Data, Oracle, Pegasystems, PricewaterhouseCoopers, Publicis Sapient, Salesforce.com, Samsung, SAP, Software AG, ServiceNow, Tata Consultancy Services, Tech Mahindra, Wipro, Workday, and Xero.