Europe, Middle East and Africa Digital Native Business, Start-Ups and Scale-Ups

IDC's *Europe, Middle East and Africa 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 EMEA.

MARKETS AND SUBJECTS ANALYZED

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

CORE RESEARCH

- EMEA Digital Natives Business and Tech Priorities
- Emerging Spaces: VCs Investments in EMEA Emerging Technology Start-Ups
- EMEA Digital Natives and Digital Business Models: Interaction, Competition, and Coopetition with Traditional Companies
- The Unicorns Landscape in EMEA
- Engaging Digital Natives: Tech Vendors' Best Practices in EMEA

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 EMEA market of digital natives be 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 EMEA 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 EMEA 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?

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