

# Asia/Pacific Experience-Orchestrated Business and Technologies

IDC's *Asia/Pacific Experience-Orchestrated Business and Technologies* provides thought leadership, insights, and guidance on the key challenges that technology providers and organizations are facing when it comes to the differentiating themselves amid rising digital adoption. Explore how digital businesses can orchestrate a meaningful value exchange between internal and external stakeholders by creating a collaborative environment for their business and technology teams to create a holistic approach to value and business growth. Get insights into how IT and business leaders can build the needed data and insights foundation and establish greater maturity across the pillars of intelligence, connections, actions, culture, workstreams, and journeys toward becoming an experience-orchestrated (X-O) business.

## MARKETS AND SUBJECTS ANALYZED

- Impact of new and emerging trends (e.g., generative AI) on CX market segments (CRM, customer data platforms [CDPs], contact center, service, marketing, etc.)
- Opportunities and threats for technology buyers and vendors — driven by emerging sales, marketing, and commerce trends
- Customer digitalization — how, why, and when customers and consumers adopt technologies in a transformative way
- Taxonomy and use cases for X-O technologies
- Applying the X-O framework to demonstrate the revenue and profit impact of traditionally viewed cost centers such as security and back-office operations

## CORE RESEARCH

- Data-Driven, Intelligent, and Context-Aware Customer Experiences
- APJ CMO Barometer
- How Marketers Can Leverage the Next Era of X-O Applications
- Generative AI Use Case Taxonomy for Service and Marketing Functions
- The Value of an Experience-Orchestrated Business
- C2G CRM Marketing Campaign Management Market Share
- Leveraging AI to Enhance X-O in ESG Measurement
- IDC FutureScape: Worldwide Future of Customer Experience Predictions — APEJ Implications

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 Experience-Orchestrated Business and Technologies](#).

## KEY QUESTIONS ANSWERED

1. How can I maximize the value my business brings to its stakeholders using the X-O framework?
2. How is digitalization driving change to customer expectations, preferences, and buying behavior?
3. What is the value from transforming into an experience-orchestrated business? What is needed to get there?
4. How can vendors close the mindshare-market share gap?
5. How mature are Asia/Pacific organizations in their X-O journeys? Which organizations can compete on the experiences they deliver?
6. Which technology priorities do they have, and what challenges are they facing? What investments are they looking at to close these gaps?
7. What are CMOs struggling with today? What are the opportunities for vendors to help them?
8. What are the new and emerging technologies that enable organizations to enhance the value for each stakeholder involved in the experience ecosystem?

## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the Customer Experience market, including:

Adobe Systems Inc., Affinidi, Alibaba, Beijing DeepZero Technology Co. Ltd., BigCommerce, Cisco Systems Inc., Freshworks Inc., HCL Software Pte. Ltd., Impact Intelligence, Infosys, Okta Inc., Oracle Corporation, Ping Identity, Salesforce Inc., Sensors Network Technology (Beijing) Co. Ltd., ServiceNow

Inc., STACS, Tata Consultancy Services Ltd., Tealium, Tencent Holdings Ltd., Terrascope, Treasure Data Inc., Twilio, Veeam, Verint Systems Inc., VTEX, Yonyou, Yoyi Digital, Zendesk Inc., and Zoho Corporation