Sustainable Strategies and Technologies

IDC's *Sustainable Strategies and Technologies* program provides a holistic, global view on how sustainability/ESG topics impact and shape business strategies and technology usage. The research program puts sustainability in the context of digital transformation and delivers insights into opportunities and risks that emerge from a rapidly growing stakeholder demand for sustainable, digitally advanced products and services. The program provides a framework for IDC's global sustainability coverage by bringing together IDC research disciplines and analysts across technologies and services, industries, and geographies. It helps IT vendors develop the best portfolios and go-to-market strategies to address evolving client demand, and helps buyers identify partners and best practices to execute on their sustainability agenda. The service quantifies the market opportunities and impact for sustainable and sustainability focused technology through market forecasts, impact and business value models, and indices and perception studies. It provides coverage of adoption strategies and use cases for technologies and services such as software, IT infra-structure and equipment, and guidance on how companies can implement sustainability into their own operations.

MARKETS AND SUBJECTS ANALYZED

Select Topic Areas:

- **Key technologies/services:** Business strategy and technology implementation, software, blockchain, AI/analytics, datacenters and IT/cloud infrastructure, and equipment
- **Key topic areas:** Climate change, decarbonization, and net zero; water; diversity, equity, and inclusion; sustainable supply chain management, circular economy, and asset disposition; and governance and ethics

- **Key elements of corporate sustainability**: Purpose, mission, and vision; ESG, materiality, and governance; and philanthropy/CSR ("technology for good")
- **Key approaches toward implementation of sustainable business practices:** Operationalization, impact measurability, business value creation and demonstration, and product strategy and marketing
- **Key industries:** Automotive, communication services, manufacturing, and retail

CORE RESEARCH

- Worldwide IDC Survey: IT Buyers' Maturity Levels, Sustainability Drivers, Spending Intentions, Vendor Perception
- Global Market Forecasts of Sustainability Spending
- IDC DecisionScapes (MarketScape, FutureScape, MaturityScape)
- IDC Market Glance

- Profiles of Sustainability-Focused Product Strategies
- Profiles of Sustainable Operations and Business Model Strategies
- IDC Survey Spotlights and Market Presentations on Key Topics and Trends
- Sustainability Blogs, Webcasts, and Podcasts

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: Sustainable Strategies and Technologies.

KEY QUESTIONS ANSWERED

1. How does IDC define sustainability, and how can companies capitalize on it? How does sustainability affect technology vendors' operations and products/services?
2. What is the market opportunity for sustainable technologies (market size, market outlook, spending intentions)?
3. Who are the key personas driving sustainable business strategies?
4. How can ESG standards and frameworks help companies identify material ESG issues and relevant stakeholders?
5. How can technologies be used to solve sustainability issues, and what are the sustainability-related risks of technology use?
6. How can the sustainability-related business value of different technologies be quantified and communicated?
7. What does the competitive landscape for technologies and services in the sustainability space look like?
8. What are attributes and capabilities needed to enable sustainability initiatives? How to achieve competitive differentiation?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the [ENTER MARKET NAME] market, including:

ABB, Accenture, Adobe, Akamai, Alibaba, Amazon, AMD, Apple, AT&T, Autodesk, Avanade, AWS, Bain & Company, Boston Consulting Group (BCG), BT, Canon, Capgemini, Cisco Systems, Cognizant, Comcast Corp., Dell Technologies, Deloitte, ENGIE Impact, Equinix, Ericsson, EY, Fujitsu, Google, HCL, Hewlett Packard Enterprise, Hitachi, Honeywell, HP Inc., Huawei,

Hyperledger, IBM, Infosys, Ingram Micro, Intel, KPMG, Lenovo, LG, LinkedIn, Mastercard, McKinsey & Company, Meta Platforms, Microsoft Corp., NEC, NetApp, Netflix, NTT, OpenText, Oracle, Orange, Panasonic, PayPal, PricewaterhouseCoopers, Qualtrics, Red Hat, RingCentral, Salesforce, Samsung, SAP, SAS, Schneider Electric, ServiceNow, Siemens, Snap Inc., Sony, Splunk, Tableau,

Tata, Tech Data, The Walt Disney Company, Uber, Verizon, Visa, VMware, Wipro, Workday, and Xerox.