IDC

Enterprise Applications and Strategies

IDC's *Enterprise Applications and Strategies* service examines the complex competitive landscape, key trends, in-depth analysis, and differentiating factors, including innovation such as AI and generative AI applied to the digital world enterprise applications and now called AI-infused/embedded applications. These areas of enterprise applications and suites, ERP, ERM, PSA, TaskApps, SuperApps, and newer applications cutting across the functional and lines-of-business (LOB) influence the creation of intelligent and experience-orchestrated businesses. This service also looks at the organization's journey from legacy to modern applications in conjunction with trade-offs of technology, innovation, and process automation changes as it relates to resource differences in the digital AI everywhere world. As a companion to the Enterprise Applications and Strategies services, IDC also offers four separate services of extensive global data focused on the mind and journey of the buyer across the application, services, lines of business and industries, including deep vendor ratings and comparisons called IDC "Path" products. These include IDC SaaS Path, IDC CX Path, IDC Industry Tech Path and IDC Services Path.

MARKETS AND SUBJECTS ANALYZED

- AI-infused/embedded enterprise applications and suites, ERP, ERM, and PSA applications
- intelligent and experience-orchestrated organizations
- SaaS, cloud-enabled, and on-premises applications and systems
- User selection and approaches to enterprise applications, suites, and intelligent/autonomous ERP and PSA, applications, and systems
- Migration pathways from legacy systems to modern AI-infused/embedded solutions across functional application areas

- Dynamic and accelerated digital world transformation with modernized AI-infused applications
- TCO/ROI and decision velocity enhancements with AI-infused/embedded and adjunct applications
- AI, ML, and generative AI capabilities creation of intelligent and experience-orchestrated business
- Modular, headless, composable, and AI-infused/embedded applications additional value enhancement

CORE RESEARCH

- AI-Infused/Embedded Enterprise Applications, ERP, ERM, PSA, and New Enterprise Applications Aiding the Organization
- Market Share, Forecast, Market Analysis Perspective and Market Glance Documents for Enterprise Applications, ERP, ERM, & PSA
- Intelligent/Autonomous ERP and Application Workflows and Design tradeoffs with resource requirements and constraints
- IDC FutureScape: Worldwide Intelligent ERP Predictions
- AI-Infused/Embedded Enterprise Application/Suites Technology Selection, Implementation, Migration, Best Practices, and Resource Shifts

- The Future: Modern AI-Infused/Embedded Enterprise Applications & Suites including MarketScapes for ERP, PSA, other
- Applications Approaches: Modular, Composable, Headless, AI-Infused/Embedded, and App Buying Trends and Insights
- IDC Perspectives and Insights from the IT Buyer and LOB Buyer
- IDC Enterprise Application Survey of Buying Trends, Future Outlooks, and Application Use Across the Enterprise

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: Enterprise Applications and Strategies.

KEY QUESTIONS ANSWERED

1. Who are the market leaders, competitors, and future leaders?
2. What are the drivers, trends, and expected shifts in the markets? And what innovation is critical to the market and how is it shaping the future?
3. What do buyers need to make software offerings more appealing to them? How does this shift over time?
4. What business strategies are evolving as technology changes? What is the impact on the buying organization?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of a multitude of providers in the enterprise applications and suites, ERP, ERM, and PSA markets including these vendors:

Accelo, Accenture, Acumatica, ADP, Amazon, Anaplan, Aptean, Arena Systems, Aria, Ascentis, Athenahealth, Autotask, Avalara, Avangate, Basware, BigCommerce, Blackbaud, Blue Yonder, Bonfire Interactive, Bottomline Technologies, Callidus, Calypso, Ceriden, Certify, Certinia, Chrome River Technologies, CloudBlue, CloudCraze, ConnectWise, Constellation Software, Coupa, Dassault Systemes, Deacom, Deltek, Demandware, Deloitte, Digital River Inc., Dude Solutions, Dun & Bradstreet, E2Open, Epicor, Epiq Systems, ESI Software, Expandable, FIS, Fiserve, GHX, Google, GXS, Halo, Hexagon, IBM, IFS, Infor, Intuit, JAGGAER, Kantata, Kingdee, Kyriba, Kyndryl, LevaData, Medius, Microsoft, Murex, NCR, NetSuite, Open Text, Oracle, Planisware, Planview, Plex, Priority Software, PWC, QAD, Ramco, Rocketlane, Rockwell Automation, Ruddr, Sage, Salesforce, SAP, SAS, Scoro, ServiceNow, Siemens, SirionLabs, SourceDay, Sovos, SuperOps, Synopsys, SYSPRO, Thomson Reuters, Ultimate Kronos Group, Unanet, Unit4, Upland, Veeva Systems, Vertex, Wolters Kluwer, Workday, Wrike, Xeeva, Xero, xTuple, Yonyou, Zoho, Zucchetti, and Zycus.