

IDC Government Insights: Worldwide Education and EdTech Digital Strategies

Global events, market forces, and technological advancements continue to drive digital transformation in primary, secondary, and higher education around the world, from the back office to the classroom. Disparities in education access and outcomes, changing student demographics, staffing challenges, political pressures, and a societal shift toward lifelong learning and workforce outcomes are all forcing education leaders to rethink how they operate and deliver services.

IDC Government Insights: Worldwide Education and EdTech Digital Strategies analyzes key IT, technology, and edtech trends impacting institutions across all levels of education. Key research focuses on how technology can be leveraged to improve student experiences and success, drive institutional efficiencies and operational excellence, accelerate academic research, and improve teaching and learning outcomes. Published research tracks current and future trends in IT, best practices in digital transformation, advances in smart classroom and smart campus technologies, and technological innovations in educational institutions. Program research identifies emerging solutions, best practice case studies, and objective third-party assessments of solution providers. This program dives deeply into education-specific and enterprise software such as LMS, SIS, ERP, CRM, virtual classroom tools, cloud platforms, immersive and adaptive learning platforms, high-performance research platforms, artificial intelligence (AI) and generative AI tools, as well as next-generation networking and connectivity solutions.

APPROACH

The *IDC Government Insights: Worldwide Education and EdTech Digital Strategies* research and advisory service analyzes the latest technological developments in primary, secondary, and higher education, as well as the edtech market. This service conducts intensive qualitative and quantitative research to develop unique and comprehensive analyses of trends focused on providing actionable recommendations for IT buyers and suppliers in education. Relevant market data is collected through IDC Government Insights' proprietary research projects, spending forecasts, targeted surveys, ongoing communications with industry experts and stakeholders, and technology vendors. The research is complemented by secondary data and information from conferences, research organizations, outside publications, and third-party news sources. To ensure relevance, our analysts work with subscribers as well as education IT and industry leaders to identify and prioritize specific topics to be covered in research documents.

TOPICS ADDRESSED

Throughout the year, this service will address the following topics:

- How technology is being used to improve the student experience and enhance education outcomes
 - How technology is being used to address inefficiencies in institutional operations and to augment or automate faculty and staff workloads
 - Emerging technologies that are transforming education, including cloud, machine learning (ML) and artificial intelligence, data analytics, AR/VR, and 5G connectivity
 - Hardware, software, and IT services used in the education sector
 - The response of education leaders to major trends, including student well-being challenges, faculty and staff shortages, privacy legislation, and evolving cybersecurity threats
 - Best practices and lessons learned from digital transformation efforts in educational institutions around the world
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KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What are the top technology trends and emerging solutions that are transforming primary, secondary, and higher education? What is driving digital transformation in education?
 2. How are new technologies changing the ways teachers teach, the way students learn, how researchers conduct their work, and how institutions operate? How is this impacting the faculty, staff, researcher, and student experience?
 3. In the face of this change, what are the key opportunities and challenges for education institutions?
 4. What emerging technologies (e.g., cloud, IoT, and AI/analytics) are education providers prioritizing as their goals and aspirations evolve?
 5. Who are the leading innovators or solutions providers in edtech?
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WHO SHOULD SUBSCRIBE

IDC Government Insights: Worldwide Education and EdTech Digital Strategies is ideally suited for vendors offering IT and edtech products to the global primary, secondary, and higher education market, including marketing and sales departments and product, solution, and service leaders. Research is also created specifically for technology buyers in educational institutions looking to understand best practices from peers and obtain actionable advice on how to approach the adoption of emerging technologies. Technology buyers include CIOs, IT leaders, and department heads or faculty and staff with influence in the technology decision-making cycle.
