

India Digital Business and Artificial Intelligence Transformation Strategies

IDC's *India Digital Business and Artificial Intelligence Transformation Strategies* research program offers a comprehensive view of how enterprises are evolving toward new digital business, operating, and organizational models. According to IDC, over 25% of Indian organizations now identify as predominantly digital or digital native, a trend that is accelerating. This shift necessitates a new, data-driven, connected, and sustainable digital business architecture. Furthermore, more than 30% of Indian organizations are making significant investments in GenAI, with adoption expected to rise as businesses expand their use of GenAI technologies. This research is formed from IDC's C-suite and technology surveys, interaction with the top CIOs in India, and deep understanding of technology capabilities and adoption in the market.

MARKETS AND SUBJECTS ANALYZED

- Maturity assessment of digital business
- Current and future trends shaping digital demand in India
- Digital business strategies for Indian enterprises
- C-suite dynamics, pain points, and business and tech priorities
- Business potential with AI/GenAI
- Digital road maps, strategic priorities, and driving use cases
- The digital business platform and key tech requirements
- Security and trust research and analysis
- IT services market sizing and forecast

CORE RESEARCH

- Digital Adoption in India
- Software Spending in India
- Security Spending in India
- Maximizing Business Potential Through Generative AI (GenAI)
- Leveraging Generative AI for Maximum Impact
- Transforming Customer and Employee Experiences: Personalization, Total Experience Outcomes in the Digital Era
- Security Players in India/State of Security Market in India
- IT Services Market Qualitative Reports 2024 (India)
- GenAI Adoption in India
- Worldwide Digital Business Strategies 2025 Predictions (India Implications)
- Worldwide Digital Business Strategies 2025 Predictions (India Implications): Opportunities for Tech Sales and Marketing Leaders
- 1H23 Country Report on IT Services — India

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: [India Digital Business and Artificial Intelligence Transformation Strategies](#).

KEY QUESTIONS ANSWERED

1. How is the definition of a digital business evolving in today's dynamic IT landscape?
2. What are the forces driving and inhibiting business transformation?
3. How does IT vendors' role change in the new ecosystem?
4. What are the desired business outcomes and value drivers for technology investments?
5. What are the emerging digital business models and the relevant use cases?
6. How are organizations prioritizing generative AI investments to accelerate business transformations?
7. How does digital transformation in India affect security adoption and strategies of leading providers?

COMPANIES ANALYZED

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

Accenture PLC, Bharti Airtel Ltd., Cognizant Technology Solutions Corp., Dell Technologies Inc., DXC, LTIMindtree, MongoDB, NTT, Red Hat Inc., SAP SE, SAS Institute Inc., Salesforce Inc., ServiceNow Inc., Tata Consultancy Services Ltd., Tech Mahindra Ltd., VMware Inc., Wipro Ltd., and Zoho Corp. Pvt. Ltd.