

Latin America Digital Business Strategies

AN IDC REPORT SERIES

A digital business creates and captures value through digital products, services, and experiences. The ongoing shift toward digital business models marks the next era of digital transformation where organizations use technology to compete, grow digital revenue, and disrupt the marketplace with new digital innovations. IDC's *Latin America Digital Business Strategies* research program studies the transformation of organizations in their use of digital technologies to run a viable digital business.

This program examines organizations' maturity, key market trends, competitive landscape, and end-user buying behavior from the IT, LOB, and C-suite standpoints. The research looks at the impact of digital businesses on people/skills, processes, and technology, including business priorities, challenges, and technology investments. Technology vendors can expect both quantitative data and qualitative insights to identify key areas of growth, position relevant messaging, and inform go-to-market and/or product strategies.

Markets and Subjects Analyzed

- Maturity assessment of digital business
- Current and future trends shaping digital in Latin America
- Tech buyer spending trends
- Evolution of the C-suite and the impact on technology investment
- Digital technologies adoption in Latin America

Core Research

- Findings from *CEO Sentiment Surveys 2023*
- Digital Transformation IDC FutureScape: Latin America Predictions
- Beyond Digital Transformation: What It Means to Be a Digital Business
- Defining the Digital Business in Latin America
- The Digital-First CEO: Route for the Digital Business

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: [Latin America Digital Business Strategies](#).

Key Questions Answered

1. What is a digital business?
2. What are the forces driving and inhibiting the transformation to a digital business?
3. How are the C-suite roles evolving to run a digital business?
4. What are the desired business outcomes and value drivers for technology investments?
5. What are the emerging digital business models and the relevant technology use cases?
6. How are organizations using technology to achieve long-term goals in sustainability and social good?

Companies Analyzed

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

Accenture, AWS, Cisco, DXC, Google, HPE, IBM, Infor, KPMG, Microsoft, Oracle, QAD, and SAP.