

Technology Investment and Innovation Monitor

IDC's *Technology Investment and Innovation Monitor* is a monthly market presentation series that leverages results from IDC's Future Enterprise Resiliency and Spending Survey of 800+ technology decision makers across North America, Europe, and Asia/Pacific regions. It provides insights on the key short- and long-term technology transitions, emerging technologies, and the macroeconomic and geopolitical forces shaping enterprises technology investment expectations.

MARKETS AND SUBJECTS ANALYZED

IDC's *Technology Investment and Innovation Monitor* provides a snapshot of the key forces shaping enterprises' technology investment expectations around the world. It leverages findings taken from IDC's monthly *Future Enterprise Resiliency and Spending Survey* of technology investment influencers (by major region, company size, major industry, buyer type, and digital business maturity) to deliver ongoing insights into how fast-changing economic (inflation, recession, currency fluctuations) and geopolitical (conflicts, digital sovereignty, supply chain disruptions) developments are influencing overall and segment-specific technology investments plans. It also provides insights into how emerging technologies and longer-term developments such as as-a-service consumption, broad adoption of AI, greater automation of the business, and the shift to digital business are altering technology investment priorities.

CORE RESEARCH

- Technology Investment and Innovation Monitor, January
- Technology Investment and Innovation Monitor, February
- Technology Investment and Innovation Monitor, March
- Technology Investment and Innovation Monitor, April
- Technology Investment and Innovation Monitor, May
- Technology Investment and innovation Monitor, June
- Emerging Technologies Radar
- Technology Investment and Innovation Monitor, July
- Technology Investment and Innovation Monitor, August
- Technology Investment and Innovation Monitor, September
- Technology Investment and Innovation Monitor, October
- IDC FutureScape: Worldwide Emerging Technologies 2026 Predictions
- Technology Investment and Innovation Monitor, November
- Technology Investment and Innovation Monitor, December

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: [Technology Investment and Innovation Monitor](#).

KEY QUESTIONS ANSWERED

1. What are tech decision makers' current beliefs about the health of the overall economy in terms of GDP as well as impact on overall and segment-specific IT budget plans, and how are they changing over time?
2. How much do tech decision makers currently believe geopolitical issues from ongoing conflicts to assertions of digital sovereignty by countries around the world will affect IT spending plans?
3. What impact do concerns about new technology developments such as generative AI and economic disruptions in major countries have on current-year and next-year IT spending expectations by major region?
4. How do as-a-service consumption and AI use in the business shape technology investment priorities by enterprises' level of transition to digital business?
5. What impact do tech decision makers believe that inflation will have on the costs of devices, hardware, software, cloud, and professional/managed services in the coming year, and how will they respond?

COMPANIES ANALYZED

This service provides into the forces shaping the strategies, market positioning, and future direction of several providers in the across the entire IT industry, including:

Accenture PLC, Adobe Systems Inc., Alibaba Group Holding Limited, Amazon Web Services Inc., AMD, AT&T Inc. Broadcom Inc., Capgemini Services SAS, Celonis SE., Cisco Systems Inc., Citrix Systems Inc., Dell Technologies Inc., Deloitte LLP, Digital Realty Trust Inc., DXC Technology Co., Equinix Inc., Ernst & Young Global Limited, F5 Networks Inc., Google LLC, Hewlett Packard Enterprise, Hitachi Vantara LLC, Huawei Technologies Co., IBM, Intel Corporation, Kyndryl, Lenovo Group Limited, Lumen Technologies, Microsoft

Corporation, NetApp Inc., New Relic Inc., NTT Communications Corporation, NVIDIA Corporation, Nutanix Inc., Oracle Corporation, Palo Alto Networks, Pure Storage, Qlik Technologies Inc., Rackspace Technology Global Inc., Red Hat Inc., SAP SE, Salesforce.com Inc., Schneider Electric SE, ServiceNow Inc., Snowflake, Tata Consultancy Services Limited, Tencent Holdings Limited, TIBCO Software Inc., Trend Micro Incorporated, Verizon Communications Inc., VMware Inc., and Workday Inc.