

IDC's Emerging Technology Advisory Services (ETAS)

In an industry largely defined by fast-paced technological innovation, convergence, alliance and acquisitions, organizations need to adapt their 'traditional' business models into more agile and flexible practices while sustaining competitive advantage and generating business value. This disruptive nature of the industry means that it is becoming increasingly important for stakeholders to keep abreast of what is potentially 'The Next Big Thing' in order to be first to market with new ideas that are financially attractive. To cater to this audience, IDC has established a new program, called the Emerging Technology Advisory Services (ETAS) in Asia/Pacific.

Emerging Technology Council

ETAS is helmed by the Emerging Technology Council (ETC), which consists of 10 senior IDC analysts and executives. ETC is responsible for the identification of new technologies and trends in the ICT industry. Through a careful selection process, the ETC qualifies these new ideas and tests the products with the target audience/market to determine commercial viability. This process ensures a faster response to the market needs and focuses on emerging new areas.

The Next Big Thing

These are some of the new research areas and products that IDC has scheduled going forward:

- **Digital Marketplace and New Media**

Results of IDC's first regional survey exploring the impact of Web 2.0 showed that almost 50% of companies view second-generation Internet applications as a significant business opportunity. However, almost 8% view these applications as a threat. On average, 30% of companies said they needed "fair" or "significant" improvement in areas such as internal workflow and communications, networking with customers and sales and marketing. A similar number of companies see Web 2.0 as a "fairly" or "extremely helpful" tool for improving in these areas – even as a way to improve sales.

Anticipating exciting times and new business opportunities in the digital marketplace for the homegrown Web 2.0 industry, IDC has launched its **Asia/Pacific Digital Marketplace and New Media** research covering this dynamic space, delivering timely and frequent commentary about significant events, announcements and activities in the online marketplace, including monthly end-user surveys on the main areas of Web 2.0. It also includes two extensive databases – a Digital Marketplace and New Media usage and spending database covering 13 Asian markets (excluding Japan) and another database with profiling details for Asian homegrown Web 2.0 providers.

Check out our product details on [Asia/Pacific Digital Marketplace and New Media](#)

- **Green IT**

Initial results from the IDC's ongoing Asia/Pacific Green Poll – end-user surveys assessing the buying behavior of IT executives with respect to Green IT in the Asia/Pacific region – highlight that across the board, end-users are expecting vendors to take more responsibility in terms of bringing 'Green' products and services to market, as well as improving their own internal 'Green' operations and practices in the future. The key takeaway for vendors is the need to ensure that they are making a business case for Green IT in the context of reducing cost in the short term. Further down the line, as governments become more active in terms of regulating this area,

IDC expects the broader notions of corporate social responsibility and sustainability to become increasingly important and drive both growth and financial benefits in this market.

To purchase the **IDC Asia/Pacific Green Poll** results, or to engage with our Green IT research expert analyst, please contact your friendly IDC Account Manager.

- **IP Surveillance**

IP Surveillance is defined as the transmission of video utilizing open Internet protocols and standards for the purpose of recording and monitoring. Enterprises/organizations are looking at IP Surveillance to replace their conventional analog closed circuit television (CCTV) security camera due to performance and cost-benefit. These are cameras that are IP-based and tapped into the LAN, footage stored on stored onto servers and shared over an IP network.

IDC's Market Opportunity Profile will help you understand how the dynamics of this market relates to you and your customer. Specifically, it will highlight adoption trends – the immediate and future revenue opportunity in a vertical and/or geographical market of your choice (e.g. banking, casino industry, municipalities etc.), and describe the ecosystem – who are the players involved in this area, where do they fit in. This study can help you and your customer to:

- Understand the market and be ready to deliver products and services when IP Surveillance becomes a mainstream market choice.
- Profile and showcase what you as a vendor are doing in this space.
- Position your company to better capture and advise potential customers
- Highlight the challenges and benefits to your customers when implementing IP Surveillance

To purchase this **IDC Market Opportunity Profile**, or to engage with our IP Surveillance research expert analyst, please contact your friendly IDC Account Manager.

- **Generation Y**

The term Generation Y first appeared in an August 1993 Age editorial to describe those children born from 1985–1995. They are your high-maintenance, entitled, technologically sophisticated and fickle new talent pool. Generation Y, a.k.a. the Millennials, also potentially the most high-performing generation in decades. However, unlike older generations, Generation Y cannot be defined as one coherent age group.

So what makes the younger generations tick? This IDC custom project can help you understand it better by:

- Relevant sub-segmentations of this 'difficult' age group to better understand the demographic
- Identifying the most effective advertising/marketing channels to target Generation Y
- Identifying appropriate product testing platforms to increase success rate
- Increasing the relevance of IT & leveraging it to attract Gen Y talents
- Tracking changes/evolution to these profiles (follow-up option)

- **Corporate Social Responsibility**

Corporate Social Responsibility (CSR) is a concept whereby organizations consider the interests of society by taking responsibility for the impact of their activities on customers, employees, shareholders, communities and the environment in all aspects of their operations.

Many companies around Asia have become active in the CSR space but few companies know how CSR may benefit revenue or even how to measure ROI.

This IDC custom project can help you understand:

- How your CSR program can affect revenue
- How CSR can affect your customers' buying patterns
- Which type of CSR program will be more likely to boost sales
- How to maximize ROI of your CSR program

With the continuous disruptions and dynamic market changes in the ICT industry, IDC will continue to introduce new hot topics in this "X.0" era. More research will be announced in these areas during the course of the year.

Your Business Value/Benefits – How IDC Can Help You

In the Emerging Technology area, IDC can be your strategic partner delivering value in the following areas:

- Utilize IDC research and thought leadership to create fresh, customized content that you can leverage to augment, support, or drive your go-to-market initiatives
- Work closely with IDC analysts to provide insights, program direction, best practices and deliverables to help your team achieve optimum go-to-market results
- Co-brand with a globally recognized industry leader – the power of the IDC brand lends greater credibility, drives more attention, educates target audiences, and deepens audience interest with credible, independent and objective third party thought leadership
- Audience Education – IDC speaker to address key issues surrounding Emerging Technology at your event attended by your key stakeholders, including legislators, regulators, government bodies, educational institutions, media, customers, etc.
- Custom events – IDC to organize events for your targeted audience, e.g. HR for talent seeding investments, product offering testing platform, customer feedback roundtables
- Case studies & best practices – IDC's expert analysts to work with you on creating highly relevant content
- End-User Poll – IDC to design, administer, and present results

Asia/Pacific Experts

IDC's Asia/Pacific ETAS has invested in industry experts who have extensive experience and/or experience in emerging technologies research, to deliver groundbreaking and reliable market intelligence to our clients.



Sandra Ng, Group VP, Asia/Pacific Communications, Peripherals and Services Research

Sandra Ng has been in the IT and Telecom advisory services and market research/consulting industry for more than 15 years with extensive experience in providing consulting and advisory services to clients in the industry.



Claus Mortensen, Principal, Asia/Pacific Emerging Technologies Research

Claus Mortensen is the Principal for IDC's Emerging Technology Advisory Services – including the Digital Marketplace & New Media program. As a founding member of IDC's Emerging Technologies Council, Claus' main focus is to identify 'The Next Big Thing' in the ITC space as well as explore the impact of Web 2.0 and New Media in the Asian Digital Marketplace.



Patrick Chan, Chief Technology Advisor, Asia/Pacific Emerging Technologies Research

Patrick Chan, Ph.D., has over 18 years of academics and industry consulting experience. As Chief Technology Advisor of IDC's Asia/Pacific Emerging Technologies practice based in Singapore, Patrick's focus and expertise is in the areas of Service-Oriented-Architecture (SOA), Business Activity Monitoring, Composite Applications, Standards and Integrations (EAI), Grid Computing, Enterprise Architecture and Infrastructure, and other emerging technologies.



Philip Carter, Head, Asia/Pacific Green IT Practice

Philip Carter is the Principal for IDC's Asia/Pacific Green IT Practice. IDC's ongoing Asia/Pacific Green Poll; end-user surveys assess the buying behavior of IT executives with respect to Green IT in the Asia/Pacific region. In addition, Philip is also the Associate Research Director for IDC's Asia/Pacific where he leads the custom and database research of all Services sectors across the Asia/Pacific region



Debbie Swee, Market Analyst, Asia/Pacific Emerging Technologies Research

Debbie Swee is a Market Analyst for IDC's Asia/Pacific Emerging Technology Advisory Services group. Her research explores the Asia/Pacific digital and new media marketplace, addressing issues and forecasting trends for both supply-side and end-user groups within the Web 2.0 arena.

FOR MORE INFORMATION, VISIT WWW.IDC.COM.SG/ETAS



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