Future of Connectedness - Agenda

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Future of Connectedness - Agenda* provides thought leadership, technology trend, and data-driven analysis of enterprise connectivity priorities and the road map to becoming agile and connected. Through recurring surveys, case studies, and maturity assessment models, the program looks at how today's organizations are investing in next-generation connectivity to support business, operational, and architectural transformations. Connectedness means more than just telecommunications and networking. It represents the common denominator in how people, things, processes, and applications interact. This program aims to connect the importance of connectivity as a foundational element of an organization's sustainable digital transformation. Topics explored will include why data in motion requires a scalable, agile, and dynamic network architecture, how business outcomes can be achieved through creating a robust connectivity strategy, and how the evolution to hybrid work models will need a cloud-driven resilient connectedness to ensure success. End-user surveys and discussions across the ecosystem will inform the guidance this program embeds in all its research.

Markets and Subjects Analyzed

- Digital service provider maturity trends
- Comparative connectivity maturity strategies by vertical industry
- Enterprise connectivity challenges and priorities
- Enterprise spending on connectivity-related initiatives

- Enterprise resiliency strategies
- Content delivery strategies
- Evolution to cloud-based services to support connectedness
- Next-generation networks' implications for organizations

Core Research

- Future of Connectedness Definition
- The Forces of Connectedness
- IDC MaturityScape: Digital Service Provider

- IDC Survey: Future of Connectedness
- Case Studies Highlighting Leading Connectedness Strategies
- IDC FutureScape: Worldwide Future of Connectedness Predictions

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: Future of Connectedness - Agenda.

Key Questions Answered

1. What are the attributes of an agile connected enterprise, and what are some of the key decisions that will help create a future of connectedness strategy?
2. What challenges are organizations having with regard to making connectivity investments?
3. How are organizations improving their networks to provide pervasive connectivity?
4. Why is data in motion at the center of the future of connectedness?
5. What key future of connectedness solutions are needed to ensure business resiliency?

Companies Analyzed

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

8x8, Akamai, AT&T, AWS, BMC, BT, Charter, China Mobile, China Telecom, Cloudflare, Colt, Comcast, Cox, CyrusOne, Dell Technologies, Deutsche Telekom, Digital Realty, DISH, EIG, Equinix, Ericsson, Fastly, Google, GTT Communications, Hewlett Packard Enterprise, Huawei, IBM, KDDI, KPN, KT Corp., Liberty Global, Masergy, Microsoft, Lumen Technologies, Nokia, NTT Communications, NTT Ltd., Oracle, Orange, QTS, Rackspace, Red Hat, RingCentral, Salesforce, Samsung, ServiceNow, Singtel, SK Telecom, Tata Communications, Telefonica, Telstra, TELUS, Twilio, Verizon, VMware, Vodafone, and Vonage/Nexmo.