Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies subscription service provides an in-depth view of ICT markets across the Arab Middle East and North Africa (MENA). The service provides valuable insights into digital transformation across various industries, covering the impacts of cloud, mobility, big data analytics, social media, security, the Internet of Things, artificial intelligence and cognitive systems, robotics, 3D printing, augmented and virtual reality, and blockchain on ICT spending in the region. The service also provides analysis regarding current market potential and adoption drivers, as well as a comprehensive view of CIO and industry spending priorities. It is thus an indispensable source of strategic market information for IT hardware and software vendors, telecom operators, and IT services providers already active in MENA, as well as for others seeking to understand opportunities in this dynamic and expanding region.

Markets and Subjects Analyzed

- The state of digital transformation
- The CIO's agenda
- Cloud — public, private, and hybrid
- Blockchain
- The Internet of Things
- Systems integration, application customization, and consulting services
- Managed, datacenter, hosting, and colocation services
- Security solutions
- Enterprise applications (ERP, CRM, and SCM) and enterprise mobility
- Big data analytics
- AI and cognitive systems
- Telecom operator strategies
- 5G developments and impact
- Datacenter technologies
- Robotics and drones
- Smart City solutions

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: Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies.

Key Questions Answered

1. What strategies can ICT vendors and services companies adopt to tap into digital transformation opportunities in the Arab Middle East and North Africa region?
2. What are the new and emerging ICT markets in the Arab Middle East and North Africa region?
3. What are the key ICT trends and developments, and how will they impact ICT usage and spending in the Arab Middle East and North Africa region?
4. What are the competitive positions of ICT hardware, software, and services companies in the market (market shares and strategies)?
5. How can ICT providers better prepare themselves for digital transformation across industries and end-user segments, such as SMBs?
6. What are the market prospects in the Arab Middle East and North Africa region for the adoption of cloud?
7. What are the impacts of disruptive technologies such as the Internet of Things, AI and cognitive systems, robotics, and blockchain?
8. What factors and trends are impacting the adoption of security solutions in the Arab Middle East and North Africa region?

Companies Analyzed

IDC’s Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies service reviews the strategies, market positioning, and future directions of several companies in the region, including:

Microsoft, IBM, Oracle, SAP, Hewlett Packard Enterprise, Dell-EMC, Cisco, Wipro, GBM, TCS, AEC, Eajada, Ooredoo, Accenture, Etisalat, du, STC, Sage, Amazon Web Services, and Huawei