European Digital Transformation Strategies
AN IDC CONTINUOUS INTELLIGENCE SERVICE

It is too bad Digital Transformation (DX) has become an overused buzzword – because it is just getting interesting. In Europe, spending on DX-related technology is growing by more than 16% every year. Two-thirds of CEOs are under tremendous pressure to demonstrate success from new business and operational models. And IT suppliers are abandoning transactional relationships for long-term strategic partnerships as they cultivate opportunities.

IDC’s European Digital Transformation Strategies documents the realities of DX by focusing on tangible examples of exceptional digital leadership, case studies, hard data, and vendor strategies across all industries. The program is supported by over 25 analysts who all help establish an unparalleled level of coverage across technology and geographical domains.

Markets and Subjects Analyzed
- The primary drivers, priorities, and pain points of enterprises engaged in digital transformation across Europe
- Clear and actionable examples of enterprises in the more advanced stages of digital transformation
- Leadership goals, challenges, and technologies related to the future of customers, operations, intelligence, work, and culture
- Breakdown of maturity levels and implications for supplier relationships and the positioning of IT
- Current and future trends shaping digital demand in Europe
- Competitive landscape and ecosystems in Europe
- Market sizing and forecast

Core Research
- Digital Platform MaturityScapes for Europe
- Digital Transformation Forecast, 2020-2024
- Business and investment priorities (Survey Based)
- Enterprise strategies and plans (Survey Based)
- Vendor strategies for positioning digital transformation
- Case studies with industry-specific examples of business and operational model transformation
- Strategic frameworks driving business model transformation
- The role of C-level executives and functional leads in driving change
- Assessing success – KPIs, metrics, and overall value of DX

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: European Digital Transformation Strategies.

Key Questions Answered
1. What new digital business models have emerged and how are enterprises making them work?
2. What new digital operational models have emerged and how are enterprises making them work?
3. What trends drive enterprise change? What is the role of the IT supplier? How is it changing?
4. How is DX impacting specific industries? (E.g., How is banking different from retail different from manufacturing?)
5. How can IT suppliers help customers set priorities and achieve their goals? How can IT suppliers help enterprises address their main challenges?
6. Who are the key decision makers in the buying organizations and what are they focused on?
7. How can IT suppliers use maturity assessments to better position themselves and their services?

Companies Analyzed
IDC’s European Digital Transformation Strategies service reviews the strategies, market positioning, and future direction of providers in the digital transformation market, including: