Malaysia Digital Transformation Strategies

AN IDC REPORT SERIES

This report series explores the market opportunity in emerging technologies that support digital transformation for tech vendors in Malaysia. It provides analysis around the ecosystem, evolving customer needs, and growing list of market participants and their key products and solutions. It also helps tech buyers with insights on the availability and maturity of suitable vendors and service providers in the country, especially pertaining to next-generation digital transformation projects.

Markets and Subjects Analyzed

- Big data and analytics, Internet of Things, cognitive computing, fintech, cloud computing, artificial intelligence, cybersecurity

Core Research

- IDC FutureScape: Worldwide ICT Predictions, 2018 — Malaysia Implications
- State of Digital Transformation Opportunity in Malaysia
- 3rd Platform and Innovation Accelerators Market Opportunity in Malaysia
- Ecosystem Analysis, Vendor Profiles, and Strategies
- Malaysia Tech Buyer Spending Analysis

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: Malaysia Digital Transformation Strategies.

Key Questions Answered

1. What is the market opportunity for emerging technologies such as BDA, IoT, cloud, mobility, cognitive computing, next-gen security in Malaysia?
2. What are the adoption trends of buyer organizations toward digital transformation in Malaysia, including key needs, challenges, and ability to spend?
3. What are the local emerging technology use cases and case studies of buyer organizations adopting digital transformation in Malaysia?
4. What are the opportunities for Malaysian service providers and vendors and market opportunities for multinational suppliers?
5. What is the impact of global mega trends in the Malaysia market, and which local vendors provide innovative solutions?

Companies Analyzed

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

Accenture, Celcom, Dell, Google, Hewlett Packard Enterprise, Huawei, IBM, Maxis, Microsoft, Tech Mahindra, Telekom Malaysia, and VADS.