

Asia/Pacific Digital Business Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

A digital business creates and captures value through digital products, services, and experiences. The ongoing shift toward digital business models marks the next era of digital transformation where organizations use technology to compete, grow digital revenue, and disrupt the marketplace with new digital innovations. IDC's *Asia/Pacific Digital Business Strategies* research program studies the transformation of organizations in their use of digital technologies to run a viable digital business.

This program examines organizations' maturity, key market trends, competitive landscape, and end-user buying behavior from the IT, LOB, and C-suite standpoints. The research looks at the impact of digital businesses on people/skills, processes and technology, including business priorities, challenges, and technology investments. Technology vendors can expect both quantitative data and qualitative insights to identify key areas of growth, position relevant messaging, and inform go-to-market and/or product strategies.

Markets and Subjects Analyzed

- Maturity assessment of digital business
- Current and future trends shaping digital demand in AP
- C-suite agenda priorities and challenges including workforce, customer, operations, digital infrastructure, and trust
- Evolution of the C-suite and the impact on technology investment and vendor perceptions
- Tech buyer spending trends
- Industry digital business use cases
- Digital business models and technology use cases

Core Research

- Asia/Pacific Digital Business IDC MaturityScope Benchmark
- CEO Sentiment Surveys
- C-Suite Technology Surveys
- Digital Transformation IDC FutureScope: AP Predictions
- Market Analysis Perspective (MAP) — Current and Future View of the Market
- Best Practices from IDC Future Enterprise Award Winners

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: [Asia/Pacific Digital Business Strategies](#).

Key Questions Answered

1. What is a digital business?
2. What are the forces driving and inhibiting the transformation to a digital business?
3. How are the C-suite roles evolving to run a digital business?
4. What are the desired business outcomes and value drivers for technology investments?
5. What are the emerging digital business models and the relevant technology use cases?
6. How are organizations using technology to achieve long-term goals in sustainability and social good?
7. What are the challenges, priorities, and spending plans for buyers in Asia/Pacific, and how can vendors address them?
8. What are the technology investment priorities?

Companies Analyzed

IDC's *Asia/Pacific Digital Business Strategies* research examines how technology vendors are positioning themselves to compete in the Asia/Pacific market, in addition to how they are perceived by end users. This program reviews the strategies, market positioning, and future direction of several digital technology vendors, including:

Accenture, Adobe, Amazon Web Services, Amdocs, Cisco, Cognizant, Concur, Dell, Dell EMC, Deloitte, DXC Technology, Fujitsu, Genesys, Google, HCL, Hewlett Packard Enterprise, IBM, Infor, Infosys, Intel, KPMG, Kronos, Microsoft, OpenText, Oracle, Pegasystems, Salesforce.com, SAP, SAS, Software AG, ServiceNow, TCS, Teradata, TIBCO, Unit4, Wipro, Workday, and Xero.