

Asia/Pacific Digital Business and Artificial Intelligence Transformation Strategies

Digital business is at the center of modern organizational strategies, and organizations that lead in the digital business era will be the most successful, capturing market share and pushing innovation within their industries. AI transformation is a key element of leading digital businesses. Leaders are building their data strategies around supporting AI. They are also tapping into AI to optimize operational processes and support automation.

IDC's *Asia/Pacific Digital Business and Artificial Intelligence Transformation Strategies* program looks at how Asia/Pacific (including Japan) (APJ) companies are building their strategies around digital business with technology investments, data management, and process and organizational transformation.

This program provides research insights to help business and technology executives frame and strategize business transformation initiatives. This program is fully supported and aligned by the IDC Digital Transformation Spending Guide and syndicated executive buyer surveys for quantitative analysis by the industry, geos, and digital/AI use cases. Technology vendors' sales and marketing leaders, and market intelligence and analyst relations professionals, can also use this research to understand buyer insights and buying criteria to better position technology products and services.

MARKETS AND SUBJECTS ANALYZED

- **Capability benchmarks.** Assess the progression of digital business and AI capabilities with The Digital Business Scorecard
- **Peer insights.** Priorities, challenges, and technology investments of CEOs and C-suites in driving digital business and AI transformation strategies
- **Transformation practices.** Approaches and guidance on delivering tangible business outcomes with business transformation initiatives
- **Technology to watch.** Noteworthy technology vendors and capabilities that are shaping APJ's digital demand
- **Digital use cases to consider.** Digital and AI use cases and leading indicators/KPIs that are guiding digital initiatives and investments
- **Peer learning.** Leading examples of digital business models and operating and organization models

CORE RESEARCH

- CEO Sentiment Survey 2024/25
- C-Suite Technology Survey 2024/25
- Digital Business Scorecard 2024/25 (Digital Capabilities That Drive Business Outcomes)
- IDC FutureScape: Digital Business and AI Transformation Strategies Predictions for 2024/25 and beyond
- Best Practices from IDC's Future Enterprise Award Winners
- Digital Business Architecture Component Technology Vendors and Services Providers

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 and Artificial Intelligence Transformation Strategies](#).

KEY QUESTIONS ANSWERED

1. What is the current state of digital capabilities among Asia/Pacific enterprises?
2. How are business models evolving with the adoption of AI and digital technologies?
3. How are organizations changing to accommodate new ways of AI-augmented work?
4. What are the operating models for integrating AI into processes?
5. What architectural frameworks are suited to scale AI?
6. How can organizations overcome data management challenges to support AI initiatives?
7. What strategies and best practices can help mitigate challenges faced in business transformation and AI initiatives?
8. What are the most impactful business transformation and AI use cases in different industries?
9. How can KPIs be linked with business outcomes to measure the success of digital initiatives?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of technology vendors and service providers in the business transformation market. A non-exhaustive sample includes:

Accenture, AWS, Boomi, Cognizant, Deloitte, DXC Technology Co., EY, Google Cloud, IBM, KPMG, NTT DATA, Oracle, Pegasystems, PwC, Red Hat, Salesforce, SAP SE, ServiceNow, Software AG, and Tata Consulting Services