

Africa ICT Market Opportunity and Digital Transformation Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Africa ICT Market Opportunity and Digital Transformation Strategies* service analyzes emerging markets in Sub-Saharan Africa. Combining detailed market forecasts with market insights and outlook, key indicators and analysis, and profiles of emerging ICT opportunities, the service is an indispensable source of strategic market information for telecom operators, IT hardware and software vendors, and IT services providers active in the region, as well as for others seeking to assess opportunities in these fast-growing markets. The key countries covered are South Africa, Nigeria, and Kenya, but the service also covers emerging country markets in Sub-Saharan Africa, including Uganda, Ghana, Tanzania, Ethiopia, Angola, Mozambique, and Zambia.

Markets and Subjects Analyzed

- Unified communications, conferencing, and telepresence
- Systems integration, application customization, and consulting services
- Managed, cloud, datacenter, hosting, and colocation services
- IT security products, trends, and outlook
- Enterprise application software (ERP, CRM, and SCM)
- Artificial Intelligence and Big Data outlook
- Industry and Government sector technology adoption plans
- Telecom services, IP-VPN, and enterprise data networks
- Enterprise hardware
- Enterprise mobility and mobile device management
- Technology investment and economic impact
- Industry ICT spending and forecast growth rates
- Internet of things and blockchain trends
- Technology adoption trends by vertical market
- Technology adoption among small and medium-sized enterprises (SME)
- Grey-market dynamics
- CIO investment strategies
- The monetization of data
- Telecommunications regulations
- Mobile money trends

Core Research

- South Africa IT Services Market 2022–2026 Forecast and 2021 Analysis
- South Africa Cloud, Hosted, Managed, and Outsourced Services Market 2021 Analysis and 2022–2026 Forecast
- Sub-Saharan Africa Telecommunications Market 2021 Overview
- IDC MarketScape: Sub-Saharan Africa Professional Security Services Advisory and Awareness — 2021 Vendor Assessment
- South Africa IT Services Competitive Profiles, 2021
- The Emerging IoT Ecosystem in Sub-Saharan Africa
- The Evolving Telecommunications Market in Sub-Saharan Africa
- Digital Transformation in the Government Sector in Sub-Saharan Africa
- Key Enterprise Infrastructure Trends in Sub-Saharan Africa
- Kenya 2021 ICT Market Overview
- Nigeria 2021 ICT Country Report

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: [Africa ICT Market Opportunity and Digital Transformation Strategies](#).

Key Questions Answered

1. What is the state of 3rd Platform ICT services in Sub-Saharan Africa?
2. What monetization strategies are technology buyers considering?
3. How can ICT providers tap strategic opportunities in Sub-Saharan Africa?
4. What are the key ICT trends and developments, and how will they impact ICT use and spending in Sub-Saharan Africa?
5. What are the competitive positionings of ICT providers?
6. What is the region's cybersecurity outlook, and how will it impact CIOs?
7. What influence do lines of business have on enterprise ICT spending?
8. What is the state of ICT spending in Sub-Saharan Africa?
9. What new use cases are relevant in Africa, and how can operators and vendors capture market share?
10. How are Sub-Saharan partner and channel networks adapting to new distribution models?
11. What technology user trends are influencing digital transformation in Sub-Saharan Africa?
12. How are SMEs using technology to improve business efficiency?

Companies Analyzed

IDC's Africa ICT Market Opportunity and Digital Transformation Strategies service reviews the strategies, market positioning, and future directions of several companies in the Sub-Saharan African market, including:

Accenture, Airtel, Dell EMC, Altron, BT, BCX, Telkom, Openserve, EOH, Ericsson, Google, Apple, AWS, Intel, Mustek, Westcon, Tarsus, Samsung, HTC, HCL, T-Systems, Huawei, Cisco, Dimension Data (NTT), Bytes, Logikal (ORGADATA), Verint, Datacentrix, Liquid Telecom, Neotel, ZTE, Motorola, VMWare, Mimecast, Nokia, Fortinet, Internet Solutions, Trend Micro, Commvault, SAS Institute, PWC, Deloitte, CWG, Sage, Etisalat, Hewlett Packard Enterprise, IBM, Microsoft, MTN, Oracle, Orange, Safaricom, SAP, VodaCom, and Wipro