

Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The *Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies* subscription service provides an in-depth view of ICT markets across the Arab Middle East and North Africa (MENA). The service provides valuable insight into and analysis of digital transformation and ICT spending across various industries in the region, covering cloud, IT services, mobility, big data analytics, security, the Internet of Things (IoT), artificial intelligence and cognitive systems, robotic process automation (RPA), and blockchain, among others. The service also provides analysis regarding current market potential and adoption drivers, as well as a comprehensive view of CIO and industry spending priorities. It is thus an indispensable source of strategic market information for IT hardware and software vendors, telecom operators, IT services providers, and cloud providers already active in MENA, as well as for others seeking to understand opportunities in this dynamic and expanding regional ICT market.

Markets and Subjects Analyzed

- The state of digital transformation
- The CIO's agenda
- Cloud — public, private, and hybrid
- Industry technology trends
- The Internet of Things (IoT)
- Systems integration, application customization, and consulting services
- Managed, datacenter, hosting, and colocation services
- Security solutions
- Enterprise infrastructure technologies
- Enterprise applications (ERP, CRM, and SCM) and enterprise mobility
- Big data analytics
- AI and cognitive systems
- Datacenter technologies
- Robotic process automation (RPA)
- Smart City solutions

Core Research

- GCC Public Cloud Report, 2021
- GCC Security Solutions Market 2022–2026 Forecast
- United Arab Emirates and Saudi Arabia Artificial Intelligence Market Shares, 2020: Competitive Profiles and Analysis
- Middle East and North Africa Enterprise Application Software Market 2021–2025 Forecast and 2020 Vendor Shares
- United Arab Emirates IoT Opportunity
- IDC MarketScape: GCC Business and Industrial Internet of Things Consulting and Systems Integration Services 2021 Vendor Assessment
- IDC MarketScape: Gulf Countries Cloud Professional Services 2021 Vendor Assessment
- Competitive Profiles and 2020 Analysis of Leading IT Services Players in the United Arab Emirates
- Other Gulf Countries (Oman, Bahrain, Qatar, and Kuwait) IT Services 2020 Market Size and 2021–2025 Forecast
- Competitive Profiles and 2020 Analysis of Leading IT Services Players in Saudi Arabia
- Saudi Arabia IoT Opportunity
- UAE IT Services Market Forecast, 2022–2026
- Saudi Arabia IT Services Market Forecast, 2022–2026
- Middle East Government Sector Digital Transformation Priorities, 2021
- Middle East Banking & Finance Sector Digital Transformation Priorities, 2021

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

Key Questions Answered

1. What strategies can ICT vendors, telcos, and IT services providers adopt to tap into digital transformation opportunities in the region?
2. What are the key ICT trends and developments, and how will they impact ICT usage and spending in the Arab Middle East and North Africa?
3. What are the competitive positions of ICT hardware, software, and services companies in the market (market shares and strategies)?
4. How can ICT providers better prepare for digital transformation across industries such as government and finance, among others?
5. What are the market prospects in the Arab Middle East and North Africa for the adoption of cloud – public, private, hybrid?
6. What are the impacts of disruptive technologies such as the Internet of Things, AI and cognitive systems, RPA, and blockchain?
7. What factors and trends are impacting the market for security services and solutions in the Arab Middle East and North Africa?

Companies Analyzed

IDC's Middle East and North Africa ICT Market Opportunity and Digital Transformation Strategies service reviews the strategies, market positionings, and future directions of several companies in the region, including:

Microsoft, IBM, Oracle, SAP, Hewlett Packard Enterprise, Dell-EMC, Cisco, Wipro, GBM, TCS, AEC, MIS, Ooredoo, Accenture, Etisalat, du, STC, Sage, Amazon Web Services (AWS), Cognizant, Huawei, Atos and others