

European Digital Transformation Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Business leaders are increasingly challenged to move their enterprises through a digital business transformation roadmap, employing digital technologies coupled with organizational, operational, and digital business model innovation to accelerate growth. According to IDC's European Digital Reignition Survey, 91% of organizations feel that CEO's pressure to transform has increased. This subscription service contains the results of the CEO, C-Suite, and digital executive sentiment surveys to highlight the macro trends around digital transformation in the region.

IDC's *European Digital Transformation Strategies* documents the realities of DX by focusing on tangible examples of exceptional digital leadership, case studies, hard data, and vendor strategies across all industries in order to highlight best practices that drive financial success from digital transformation. The program is supported by over 25 analysts who all help establish an unparalleled level of coverage across technology and geographical domains.

Markets and Subjects Analyzed

- Current and future trends shaping digital demand in Europe
- Digital roadmaps, strategic priorities and driving use cases
- C-suite dynamics, pain points, business and technology priorities
- New business models and ecosystems
- KPIs and metrics to assess impact from digital
- New organizational structures and ways of working for driving digital transformation
- The evolving technology architecture enabling digital transformation
- Clear and actionable examples of enterprises in the more advanced stages of digital transformation
- Market sizing and forecast

Core Research

- Strategic frameworks driving business model transformation
- The role of the CEO, CIO and other C-level executives and functional leads in driving change
- Assessing success – KPIs, metrics, and overall value of DX
- Digital maturity for Europe
- Digital Transformation Forecast, 2022-2026
- Business and investment priorities
- Enterprise strategies and plans
- Vendor strategies for positioning digital transformation
- Case studies with industry-specific examples of business and operational model transformation

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: [European Digital Transformation Strategies](#).

Key Questions Answered

1. What new digital business models have emerged and how are enterprises making them work?
2. What new digital operational models have emerged and how are enterprises making them work?
3. What trends drive enterprise change? What is the role of the IT supplier? How is it changing?
4. How is DX impacting specific industries? (E.g., How is banking different from retail or manufacturing?)
5. How can IT suppliers help customers set priorities and achieve their goals? How can IT suppliers help enterprises address their main challenges?
6. What are the digital transformation priorities of the CEO, CIO and the entire C-Suite?
7. How can IT suppliers use maturity assessments to better position themselves and their services?
8. What are the components of the technology architecture of the future?

Companies Analyzed

IDC's *European Digital Transformation Strategies* service reviews the strategies, market positioning, and future direction of providers in the digital transformation market, including:

Accenture, Adobe, AKQA, Amazon, Atos, Avanade, Avaya, BearingPoint, BMC, BT, Capgemini, Celonis, CGI, Cisco, Citrix, Cognizant, Dell, Deloitte, DXC Technologies, EY, frog, Fujitsu, Globant, Google, HCL, Hewlett Packard Enterprise, IBM, IDEO, IFS, Infosys,

Intel, IPsoft, KPMG, Microsoft, Mitel, NetSuite, OpenText, Oracle, PwC, Red Hat, Salesforce, SAP, SapienRazorfish, SAS, ServiceNow, Sharp, Sopra Steria, Symantec, TCS, Tech Mahindra, Telefonica, Teradata, Tieto, T-Systems, VMware, Vodafone, Workday, Wipro, and Xerox.