

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 to support process optimization and innovation.

The *Digital Business and Artificial Intelligence Transformation Strategies* program benchmarks the capabilities of digital business efforts, identifies organizational impact, provides guidance on building successful digital business, and prioritizes investment options, providing insights into digital and AI strategies and priorities, digital and AI spending forecasts, tangible examples of exceptional digital leadership, vendors' strategies, and future trends. This program is also fully supported and aligned by the IDC Digital Transformation Spending Guide and use-case taxonomy framework. Business executives, product managers, and market intelligence and analyst relations professionals can use this information to understand market trends, buying criteria, and the competitive landscape. The program will also take a special focus on the digital-native businesses, start-ups, and scale-ups market to examine the unique challenges that the segment faces as well as the unique opportunities and investment priorities among those companies that fuel innovation.

MARKETS AND SUBJECTS ANALYZED

- Assessing digital business and AI transformation capabilities worldwide with the digital business scorecard
- C-suite involvement and strategies that deliver tangible digital business outcomes
- Funding sources, investment strategies, target markets, and preferred technologies of digital-native businesses, start-ups, and scale-ups
- How nascent and developing digital businesses can transition to digital business leaders
- Case studies examining digital business and AI transformation leaders
- Technology architectures and vendors playing key roles in building digital business

CORE RESEARCH

- IDC Scorecard: Digital Business and AI Transformation
- IDC Survey: Digital Business Sentiment
- IDC Survey: Digital-Native Business
- IDC FutureScape: Worldwide Digital Business and AI Transformation 2025 Predictions
- IDC Market Presentation: The Vital Role of AI in Building Digital Businesses
- IDC Market Presentation: Top Strategic Vendors in the Digital Business and AI Transformation Market
- IDC Perspective: Building the Digital Business Architecture

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: [Digital Business and Artificial Intelligence Transformation Strategies](#).

KEY QUESTIONS ANSWERED

1. What are the largest and fastest-growing digital and AI use cases?
2. What differentiates digital business leaders from nascent digital businesses?
3. What are the key capability dimensions of digital business and AI transformation?
4. What business outcomes are delivered from digital business and AI transformation leadership?
5. How can technology vendors best develop messaging that aligns with the priorities of line-of-business and technology leaders at technology buyer organizations?
6. What are the biggest challenges faced by digital-native businesses, and how does that impact their technology investment and business priorities?
7. How can technology vendors provide products and services that support digital business and AI transformation?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the digital business and AI transformation market, including:

Accenture, Amazon Web Services, Capgemini, Cisco Systems Inc., Cognizant Technology Solutions Corp., Deloitte, Globant, Google Cloud, HCL, IBM, Infosys Ltd., Microsoft, Oracle Corp., SAP, ServiceNow, Tata Consultancy Services Ltd., and Wipro Ltd.