

# Asia/Pacific Experience Value Streams and Technologies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Asia/Pacific Experience Value Streams and Technologies* provides thought leadership, insights, and guidance on the key challenges that technology providers and organizations are facing when it comes to the dynamic engagement between organizations and their customers in the experience economy. Explore how digital technologies are changing the base nature of the interaction, role that experiential value plays within the enterprise, and evolution of the C-suite from a "tug of war" — in which its members fight for power — into a "tug of value" — in which business and IT leaders collaborate internally and externally in driving continuous customer value streams. Get insights into how IT and business leaders can measure these flows of value across their ecosystem and link them to the direct and indirect benefits from their digital investments.

## Markets and Subjects Analyzed

- Current and future trends shaping customer experience (CX) spending in Asia/Pacific — for example, experience value streams
- Customer digitalization — how, why, and when customers and consumers adopt technologies in a transformative way
- Taxonomy and use cases for customer experience technologies
- Growth and proliferation of customer experience driven by digital technologies, online behavior, and tech-enabled consumption
- Impact of new and emerging trends (e.g., generative AI) on CX market segments (CRM, customer data platforms [CDPs], contact center, service, marketing, etc.)
- Opportunities and threats for technology buyers and vendors — driven by emerging sales, marketing, and commerce trends

## Core Research

- Experience Value Streams and Relevant Metrics
- IDC MarketScape: Asia/Pacific Customer Data Platforms
- CX Technology Buyer Strategies, Best Practices, and Plans
- Applications and Implications of Generative AI on Customer Experience
- Key Insights from IDC's Empathy Index Framework and Benchmark
- Asia/Pacific Market Analysis Perspective: Future of Customer Experience
- Data-Driven Customer Experiences, Customer Context, and Customer Intelligence
- IDC FutureScape: Worldwide Future of Customer Experience Predictions — APEJ Implications

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 Experience Value Streams and Technologies](#).

## Key Questions Answered

1. How is digitalization driving change to customer expectations, preferences, and buying behavior?
2. How to measure the value from investments in emerging technologies? How does that translate to improved customer value and CX?
3. How is the C-suite evolving to deliver experience value streams?
4. How mature are Asia/Pacific organizations in their CX journeys?
5. Which technology priorities do they have, and what are the challenges they are facing?
6. What are the new and emerging technologies that enable organizations to deliver empathy on a scale?
7. Which organizations are providing empathy at a scale, and how are they doing it?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Asia Pacific Value Streams and Technologies market, including:

Adobe Systems Inc., Algomony Software Private Limited, Alibaba Group Holding Limited, Amazon.com Inc., Amazon Web Services Inc., Amdocs Limited, Avaya Inc., Baidu Inc., Block Inc., Cisco Systems Inc., Cognizant Technology Solutions Corporation, DEEPZERO SOFTWARE, Five9 Inc., Freshworks Inc., Genesys Telecommunications Laboratories Inc., Google LLC, HCL Technologies Limited, HubSpot Inc., Infor Inc., Intercom Systems Inc., Kingdee International, Kingsoft Corporation Limited, LLC, Marketplacer Pty Ltd.,

Medallia Inc., Meltwater Group, Microsoft Corporation, mParticle Inc., NGDATA Inc., NTT DATA Corporation, Oracle Corporation, Okta Inc., Quadient Group AG, Qualtrics, salesforce.com Inc., SAP SE, SAS Institute Inc., Sensors Data Co. Ltd., ServiceNow Inc., Sitecore Corporation A/S, Software Group Company Limited, SugarCRM Inc., Tata Consultancy Services Limited, Tealium Inc., Tencent Holdings Limited, Teradata Corporation, Treasure Data Inc., Veeva Systems Inc., Verint Systems Inc., Wipro Limited, and Zendesk Inc.

