

# Australia ICT Market and Competitive Intelligence

AN IDC CONTINUOUS INTELLIGENCE SERVICE

The *Australia ICT Market and Competitive Intelligence* provides a holistic analysis of the Australian ICT market. The program covers demand-side, supply-side, and industry-specific research to understand the key trends and factors impacting the market as it transitions to the new world of digital computing.

## Markets and Subjects Analyzed

- Cloud computing
- Internet of Things
- Security
- Software-defined networks
- Collaboration
- Intelligent ERP
- Cognitive computing
- Digital transformation
- Mobility
- Vertical industry analysis

## Core Research

- IDC MaturityScape Benchmark: Mobility in Australia, 2019
- Market Analysis Perspective: Australia Cloud Services 2019
- Market Analysis Perspective: Australia Managed Security Services
- Australia C-Suite Study 2019
- IDC MaturityScape Benchmark: IoT in Australia, 2019
- Workplace of the Future
- Australia Agriculture ICT Market 2016–2021
- Australia Retail ICT Market 2016–2021
- Australia Healthcare ICT Market 2016–2021
- Australia Education ICT Market 2016–2021

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: [Australia ICT Market and Competitive Intelligence](#).

## Key Questions Answered

1. What is the maturity of Australian organizations in adopting new technologies such as cloud, mobility, security, and IoT or in digitally transforming their business?
2. What industries are the early movers when it comes to adopting new technologies?
3. What are the decision criteria for ICT decision makers when procuring technology?
4. What is the role of business executives in the technology road map and what is their perception of ICT?

## Companies Analyzed

This service reviews strategies, market positioning, and future direction of several providers in the ICT market, including:

Accenture, Amazon, Apple, Avanade, AWS, BlueJeans, BMC, Brennan IT, Canon, Concur, Data#3, Dell EMC, Deloitte, DXC, Fortinet, Fuji Xerox, Fujitsu, Google, HCL, Hewlett Packard Enterprise, HP Inc., IBM, Infosys, Microsoft, NetApp, NTT, Optus, Oracle, Rackspace, Red Hat, Ricoh, SAP, ServiceNow, Symantec, Telstra, TPG, Veeam, VMware, Vocus, Vodafone, and Zoom.