

Asia/Pacific Small and Medium-Sized, and Digital Native Businesses

IDC's *Asia/Pacific Small and Medium-Sized, and Digital Native Businesses* (start-ups, scale ups, and unicorns) services analyzes the major trends and provides advice to technology suppliers on the dynamics, tech-buying patterns, digitalization, and go-to-market approaches needed to effectively reach and engage SMBs, midmarket segments, and digital-native businesses (DNB) in the Asia/Pacific region. Key to these segments insights is the use of IDC's advanced segmentation methodologies, including countries, industries, businesses, and technology personas.

MARKETS AND SUBJECTS ANALYZED

- Maturity assessment of SMBs' digitalization across industries and Asia/Pacific countries
- SMB buying behavior and ICT spending trends and expectations across countries
- SMB cloud computing and software-as-a-service use/plans
- Competitive landscape and ecosystems
- IT supplier recommendation to reach and engage SMBs
- Purchase process to help technology vendors understand in which areas the DNBs play in, across industry segments
- Technology spending opportunities and priorities of DNBs
- Survey insights on which technologies are driving spend and how the DNBs procure and deploy these technologies
- Insights from these organizations in terms of where they need help from technology vendors to drive growth
- Examples of how the C-suite operates in the DNB segment
- DNBs that need help from enterprise tech vendors to drive growth

CORE RESEARCH

- Top priority investment areas and technologies for SMBs, midmarket, and DNBs in Asia/Pacific
- Future SMB digital maturity framework and benchmark
- SMB and DNB technology buying behavior journey
- Technology priorities and evaluation criteria for DNBs and SMBs in Asia/Pacific in the next 12–18 months
- Difference between DNBs and SMBs/Midmarket when it comes to purchasing technology solutions (e.g., cloud, security, and analytics)
- DNBs spending patterns survey across different segments (e.g., start-ups, scale ups, and unicorns)
- Tech start-ups ICT buying behavior
- MaturityScape vendor evaluations for SMB and for DNB

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 Small and Medium-Sized, and Digital Native Businesses](#).

KEY QUESTIONS ANSWERED

1. What is the digital maturity of Asia/Pacific SMBs?
2. What are the key SMB market trends — priorities, challenges, and opportunities — in Asia/Pacific?
3. Which SMB types/clusters are more technologically inclined?
4. What are the current plans of technology adoption of SMBs?
5. Which SMBs are leading in the Asia/Pacific market, and why?
6. How do we size and segment the digital-native opportunity based on a new IDC taxonomy, addressing fast-growth companies in B2C areas such as health, fashion, marketing, retail, and gaming?
7. What does the current B2B digital-native landscape look like? And what is the associated digital-native opportunity?
8. Where is the growth in tech spend primarily coming from in the digital-native segment?
9. Which technology areas are driving spending among digital-native organizations, and how are these being deployed (i.e., build versus buy)?
10. How do digital natives' budget for, procure, and deploy technology compared with traditional organizations?
11. How can tech vendors engage with DNBs through venture capital and accelerators to help them deliver growth?
12. Who are the preferred partners and vendors digital natives work with, and how do they influence their buying decisions?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the Asia/Pacific SMB and DNB market, including:

AliCloud, Accenture, Adobe, Amazon Web Services (AWS), Atos, Capgemini, Cisco, Dell EMC, Deloitte, DXC, Fujitsu, Google Cloud, Hitachi, HPE, Huawei, IBM, Red Hat, Intel, Microsoft, NEC, Oracle, Quik Salesforce.com, Samsung, SAP, Searce, ServiceNow, Sage

Group plc, Samsung, Seiko Epson Corp., Singapore Telecommunications Limited, Tableau Software, VMware, Workday, and Zendesk.