

Asia/Pacific: Future of Intelligence

IDC's *Asia/Pacific: Future of Intelligence* assesses APEJ enterprises' use of data, analytics, and AI, as well as organizational initiatives to increase their responsiveness to customer, partner, market, and operational changes and how this set of enterprise intelligence (EI) capabilities creates value. Our focus will be on larger organizations engaged in EI initiatives to improve their ability to synthesize insights from raw data, integrate with existing knowledge, and act upon these insights. We discuss technologies supporting different stages of decisioning (e.g., cloud tools for data storage, management, and governance; analytical tools like BI and simulation; and AI/ML tools for prediction and automation). We identify the impacts of EI initiatives and suggest new investments. Grounded in the context of DX, we address related topics of growing importance to decision makers, such as evaluating different types of EI capabilities, building EI architectures, supporting resilience and business value, the ecosystem's role in supporting EI, the scale and scope of economies of intelligence, the importance and role of human expertise, automation, organizational structures, and technologies to support EI. This IDC research also addresses IT vendors' needs incorporating data, analytics, and AI into their next-gen EI offerings, clarifying and differentiating their value proposition in a crowded market, and helping them keep abreast of demand trends.

Markets and Subjects Analyzed

- Geographic focus is Asia/Pacific excluding Japan (APEJ)
- Overall maturity of enterprise intelligence initiatives across different industries in region
- Approaches to prioritize and fund enterprise intelligence initiatives
- Insights into related intelligence issues such as organizational structure, governance, talent management, KPIs, business case development, top and emerging enterprise intelligence use cases, leading customer implementations, and ethical considerations

Core Research

- IDC Perspective: From Crisis to Recovery in Asia/Pacific — Enabling Business Resilience with Big Data, Analytics, and AI, 3Q20 (Published)
- IDC MarketScape: APEJ Cloud Data Analytics Platform 2020 Vendor Assessment — Gen D Tribes Gather to Build the Intelligent Enterprise, 3Q20 (To Be Published)
- IDC Perspective: Characterizing Enterprise Intelligence, 4Q20
- IDC Survey Highlight/Infographic: Organization AI Maturity Benchmark, 4Q20/1Q21
- IDC FutureScape: Future of Intelligence, 4Q20/1Q21

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: Future of Intelligence](#).

Key Questions Answered

1. How well does our enterprise respond to changes in our markets? operational shocks? new tech?
2. How well are we analysing our data about these changes?
3. How well are we at acting on our data and analytics?
4. What are our technology strengths and weaknesses in converting data into insights and into action?
5. What is the role of human expertise in supporting enterprise intelligence?

Companies Analyzed

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

Accenture, Adobe, Alibaba, Amazon, ARM Inc., Baidu, Cisco Systems Inc., Dell Technologies, Deloitte Consulting, EY, Google, Hewlett Packard Enterprise, Hitachi Vantara, IBM, Infor, Infosys, Intel, IPsoft, KPMG, Microsoft Corp., NetApp Inc., Nuance, Nutanix, NVIDIA Corp., OpenText, Oracle, Pure Storage, Salesforce.com, SAP, SAS Institute Inc., ServiceNow, and Tata Consultancy Services.