

Europe: Future of Digital Innovation

Software becomes a bigger piece of how every organization competes and many are redesigning the app delivery function as a strategic business capability. Organizations are transitioning to become both a user and producer of software based digital products and services but this requires the setup of a software innovation value engine. What software is, how it's produced, who develops it and how it's distributed is radically changing. In four dedicated reports this IDC Theme analyses European buyer trends, customer attitudes, and behaviors to Software Innovation; providing insight into regional challenges and guidance on investment prioritization strategies. Software innovation efforts must be built around "digital native" software planning, sourcing, development and distribution models. This research theme helps technology vendors fine tune go-to-market strategies while supporting end-users in the development of Digital Innovation Roadmaps. This IDC Theme is a subset of the European Devops, Developers and Cloud Platform Strategies CIS.

Markets and Subjects Analyzed

- Digital Innovation Supply Chain and the investment prioritization for European organizations on the digital innovation journey.
- Software Development Market in Europe – focusing on both tooling / platforms and associated services.
- Modern app delivery platforms
- Developer and sourcing strategies in Europe

Core Research

- Digital Innovation Prioritization: European User Examples
- Developing your European Digital Innovation Roadmap
- Technology Innovators in the European Digital Innovation Landscape
- Mapping European Investment Plans for Digital Innovation

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: [Europe: Future of Digital Innovation](#).

Key Questions Answered

1. What are the core dimensions in achieving successful Digital Innovation in Europe?
2. Where are European Organizations on the journey to digital innovation and what are the ambitions moving forwards?
3. Who are the technology players driving digital innovation in Europe?
4. What are the short and long term digital innovation investment intentions in Europe and why?
5. How are developer and sourcing strategies evolving across Europe and what's working?

Companies Analyzed

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

Accenture, AWS, Atlassian, Atos, Capgemini, Cloudbees, Cognizant, Digital.ai, Dynatrace, Google, IBM/Red Hat, Microsoft, MongoDB, Mulesoft/Heroku/Salesforce, Plutora, TCS, VMware/Pivotal