

# Australia and New Zealand Digital Business and Technology Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Australia and New Zealand Digital Business and Technology Strategies* research program delivers a holistic view of how enterprises are transitioning to new digital business, operating, and organizational models. IDC predicts that as ANZ organizations derive more than 40% of their revenue from digital products, services, and experiences, by 2027 a new architecture for differentiated digital business platforms will be needed, one that is more data driven, connected, and sustainable. This document is formed from IDC's C-suite and technology surveys, interaction with the top CIOs in ANZ, and deep understanding of technology capabilities and adoption in the market.

## Markets and Subjects Analyzed

- ICT spending to support digital business platforms
- Cloud infrastructure and platform developments
- C-suite primary research from line of business
- Security and risk research and analysis
- Ecosystem studies
- Vendor analysis and selection criteria

## Core Research

- Australia/New Zealand IT Ecosystem Studies
- Australia/New Zealand C-Suite Barometer
- ANZ State of the Digital Nation
- Australia/New Zealand Services Market Analysis
- Australia/New Zealand Cloud Market Analysis
- Australia/New Zealand Digital Business Technology
- IT Spend by Industry and Company Size and Industry Insights
- Market Perspectives on AI, Security, IoT, 5G, and Emerging Technologies

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 and New Zealand Digital Business and Technology Strategies](#).

## Key Questions Answered

1. How are enterprises progressing on their business model and operating model changes?
2. What new skills and organizational models will enterprises need to close the gap in digital skills?
3. What are the key components of a digital business platform, and how are enterprises building it?
4. How will enterprises select vendors and service providers?
5. How will organizations leverage the digital ecosystem?
6. Where is spending directed for new technologies and platforms?
7. What are the differences between industries and company sizes?
8. What are the key priorities for the digital government?
9. What are key trends in cloud services sourcing?
10. What are they key trends in services and tech sourcing?

## Companies Analyzed

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

Accenture PLC, Amazon.com, ASG Group, BMC, Brennan IT, Chorus, Cisco, Code Blue, Cyclone Computers, Data#3, Datacom, Deloitte, DXC Technology, Equinix, EY, Fujitsu Ltd., Google Inc., HCL, Hewlett Packard Enterprise, IBM, Informatica, Infosys, Kofax, Kyndryl, KPMG,

Microsoft Corp., NetApp, NTT, Optus, Oracle, PricewaterhouseCoopers LLP, Red Hat, Salesforce, SAP, ServiceNow, Solnet, Soltius, Spark New Zealand, SUSE, TCS, Tech Mahindra, Telstra, Unisys, VMware, Vocus, Vodafone Group PLC, and Wipro