

Asia/Pacific Artificial Intelligence and Generative AI Strategies, Technologies and Solutions

IDC's *Asia/Pacific Artificial Intelligence and Generative AI Strategies, Technologies and Solutions* program aims to analyze AI/ML and generative AI (GenAI) technology adoption and use cases, technology trends, tech buyer pain points and priorities, supplier market/ecosystem analysis, and regulation of AI technologies in Asia/Pacific. The research would also cover the top vendors (and comparative assessments) in several AI/ML/GenAI technology areas.

MARKETS AND SUBJECTS ANALYZED

- AI/generative AI awareness (current levels of investments, factors limiting GenAI/AI, no-code/low-code advantages, and AI development approach)
- AI/generative AI readiness (impact of IT maturity in AI/GenAI plans and hosting/deployment environments)
- Generative AI adoption, use cases, platforms, model hubs, and applications
- Generative AI supplier ecosystem assessment
- AI adoption trends, maturity, trust, and governance; AI regulatory landscape in Asia/Pacific
- AI applications and solutions across industries and business functions
- Democratization of AI
- AI for edge workloads
- Private AI
- Data
- Reporting and decision-making
- Pricing and packaging trends
- AI marketplaces and ecosystems; partnerships and alliances
- AI market opportunity by Asia/Pacific countries and industry verticals
- Evolution and futuristic direction for AI (including generative AI) in the region

CORE RESEARCH

- C2G Practical Approaches to GenAI to Maximize ROI
- IDC PeerScape: Prioritizing AI Use Cases for the Enterprise: The Transformative Impact of AI on Business Functions in APJ
- Disruption at Scale: Exploring Generative AI's Role in Reshaping Business Operations
- Edge AI Capabilities
- IDC Survey Findings: Asia/Pacific AI Use Case Prioritization and Deployment Heatmap
- C2G IDC Playbook for Tech Sales Leaders: AI Survey Insights in Asia/Pacific
- IDC Survey Findings: Asia/Pacific Functional Personas and Industry AI Use Cases and Build Versus Buy Strategies
- AI Implementation for Supply Chain Solutions
- AI Solutions Market Forecast in APJ
- IDC AI Survey Findings in Asia/Pacific — Adoption Trends and Buyer's View

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 Artificial Intelligence and Generative AI Strategies, Technologies and Solutions](#).

KEY QUESTIONS ANSWERED

1. What are the top technology trends in the AI/GenAI space that will have a far-reaching impact on organizations?
2. What are the AI use cases, adoption trends, priorities, and pain points of Asia/Pacific organizations?
3. How do Asia/Pacific organizations view the emergence of generative AI? What are the adoption outlook, use cases, and challenges for GenAI in the region?
4. How will the AI (including GenAI) vendor landscape be structured and positioned in the future?
5. What is the market opportunity for AI and GenAI solutions in Asia/Pacific?

COMPANIES ANALYZED

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

Accenture plc, Amazon Web Services Inc., Avanade Inc., Baidu Inc., Bain & Company Inc., Boston Consulting Group Inc., Capgemini, Cloudera Inc., DXC, Databricks Inc., Dataiku, Deloitte, EY, Fujitsu Ltd., Google LLC, HCL Technologies Ltd., HPE, IBM, Infosys Ltd.,

KPMG International, McKinsey & Company, Microsoft Corp., NTT, Oracle Corp., PwC, SAS, SAP, Salesforce, Samsung SDS, Snowflake, and Tencent Holdings Limited.