



## **IDC Canada Releases Its 2020 Predictions for the Canadian ICT Market – Moving From Digital Vision to Execution**

**TORONTO, ON., December 12, 2019** — International Data Corporation (IDC) Canada just released its top ten information and communication technology predictions for 2020. The IDC Market Presentation entitled *Canadian ICT Predictions 2020: From Digital Vision to Execution* (IDC# CA44463319), was originally presented during IDC's annual Canadian ICT Predictions webcast on December 4th, 2019 and provides business decision makers and technology vendors with insight and perspective into the top developments that will affect the Canadian market over the next one to five years. You can also [View the webcast](#) on-demand.

Our top ten predictions for 2020 will impact every organization's ability to grow and compete in 2020 and beyond. From digital transformation and the future of work, to artificial intelligence and cybersecurity, technology continues to shape business in every sector of the Canadian economy. We explore how these IT trends impact your business and your customers over the next five years with implications for 2020.

The Canadian ICT Predictions for 2020 are as follows:

1. By 2021, 50% of Companies Will Have Matured Their Digital KPIs to Align to Business Value Measures
2. AI Hype Reaches Breaking Point in 2020 - Creates New Foundation for Canadian Market Growth
3. Expected Increases in Productivity Fuel Significant Investments in “Digital Coworkers” in 2020
4. By 2024, Half of Enterprise Applications Will Be Deployed in a Containerized Hybrid Cloud/Multicloud Environment
5. Edge Marketing Went Mainstream in 2019, But Adoption Ramps Up in 2020
6. By 2022, 75% of Canadian Partners Will Have Created or Acquired the Ability to Develop Custom or Packaged Software
7. Third-Party Partner Cybersecurity Risk Assessments Become Critical in 2020
8. Ubiquitous IoT is the New Normal for 2020
9. 5G Splash in 2020 Leads to Rollout of Commercial Services in 2021 in Canada
10. Year 2020 - Start of New Smart Home Reality in Canada

According to [Tony Olvet](#), Group Vice President of Research at IDC Canada, "Over the past five years we have seen lots of enterprises building strategy and creating roadmaps for the digital journey. Now is the time of action for the majority of Canadian enterprises. Building digital performance measures that connect to revenue and profit are key best practices of the future enterprise."

"The Digital Economy is already a reality for many industries, and in Canada, IDC forecasts that by 2025, over 50% of all IT spending will be directly for digital transformation and innovation, up from 25% in 2018, growing at a compound annual growth rate of 16.4%," said [Lars Goransson](#), Managing Director at IDC Canada. "It's a remarkable time to be in the tech industry, and with new technologies evolving ever faster, the transformational impact of the Digital Economy will be keenly felt in all areas of our lives as we enter the 2020s," concluded Goransson.

For information about the published [Canadian ICT Predictions 2020 presentation](#), [Predictions webcast](#), quotes, or to arrange a one-on-one interview with Tony Olvet, please contact Cristina Santander at [askidc@idccanada.com](mailto:askidc@idccanada.com).

## **About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit [www.idc.com](http://www.idc.com) or follow on Twitter at [@IDC](#) and [LinkedIn](#). To learn more about IDC Canada, please visit [www.idc.com/ca](http://www.idc.com/ca) or follow on Twitter at [@idccanada](#) and [LinkedIn](#).

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IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

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