



IDC to Outline Key Capabilities of the Future Enterprise at Middle East CIO Summit in Dubai

Dubai – By 2024, leaders in 50% of organizations on the Forbes' Global 2000 list of the world's largest public companies will have mastered "future of culture" traits such as empathy, empowerment, innovation, and customer and data centricity to achieve leadership at scale. That's according to the latest insights from global technology research, consulting, and events firm [International Data Corporation \(IDC\)](#), which believes that the biggest barrier to effective digital transformation is not technology, nor the lack of strategy or budget, but an organization's culture.

"Leading companies are racing toward becoming future enterprises, a journey where taking operations and innovation to scale is the measure of success," says Meredith Whalen, chief research officer at IDC. "Relying on past accomplishments and inertia is no longer an option — to thrive, organizations need to build a culture that fosters change, and this means redefining commonly accepted values, processes, corporate structures, and metrics. Culture and leadership are interwoven, and since founders and leaders can imprint values and behaviors that persist for decades, they can also shape those values when change is required."

Whalen will explore these ideas, and more, when she presents the keynote address at this week's IDC Middle East CIO Summit 2020, which takes place on February 26-27 at Dubai's Atlantis, The Palm. Titled *'The Future Enterprise: Planning for Enterprise-Wide Transformation'*, her session will explore the key capabilities that every business leader must develop if they are to enable a successful digital transformation journey for their organization.

The annual IDC Middle East CIO Summit has served as a beacon of ICT thought leadership across the region since 2008, and this year's edition will run under the theme *'The Race to Reinvent: Connecting to Leaders to Empower Digital Transformation'*. Combining informative presentations, interactive panel discussions, and dedicated focus groups, the event will provide more than 500 C-Suite executives from a broad range of industries with the expert guidance required to benchmark the digital transformation progress of their organizations.

The event will also play host to some of the region's most influential public-sector ICT decision makers, with IDC's group vice president and regional managing director, Jyoti Lalchandani, chairing an exclusive panel discussion on the topic *'Towards Digital Government: Building the Nation's Future'*, which will feature insights from:

- H.E. Saeed Al Mulla, Executive Director of Government Affairs & Partnership Management at the Abu Dhabi Digital Authority
- Dr. Zakareya Ahmed AlKhajah, Deputy Chief Executive of Electronic Transformation at Bahrain's Information & eGovernment Authority
- Dr. Salim Al Ruzaiqi, Chief Executive Officer at Oman's Ministry of Technology and Communications
- Eng. Ali Nasser Alsiri, CEO of Saudi Arabia's eGovernment Program (YESSER)

Complementing these insights will be a series of dedicated technology focus groups, addressing everything from ensuring next-generation security and resilience to enabling enterprise-grade intelligent automation to optimizing the operational benefits of hybrid clouds. The event will end with the annual IDC Digital Excellence Awards, as IDC looks to recognize and reward the region's true digital transformation pioneers.

For more information about the event, please visit www.idcciosummit.com/dubai or contact Sheila Manek at smanek@idc.com or on +971 4 446 3154.

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 subsidiary of **IDG**, the world's leading technology media, research, and events company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at [@IDC](https://twitter.com/IDC).

IDC in the Middle East, Turkey, and Africa

For the Middle East, Turkey, and Africa region, IDC retains a coordinated network of offices in Riyadh, Nairobi, Lagos, Johannesburg, Cairo, and Istanbul, with a regional center in Dubai. Our coverage couples local insight with an international perspective to provide a comprehensive understanding of markets in these dynamic regions. Our market intelligence services are unparalleled in depth, consistency, scope, and accuracy. IDC Middle East, Africa, and Turkey currently fields over 130 analysts, consultants, and conference associates across the region. To learn more about IDC MEA, please visit www.idc.com/mea. You can follow IDC MEA on Twitter at [@IDCMEA](https://twitter.com/IDCMEA).

About IDC

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/>.

IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. Additional information can be found at www.idc.com.

All product and company names may be trademarks or registered trademarks of their respective holders.

For more information contact:

Sheila Manek
smanek@idc.com
+971 4 446 3154