IDC FutureScape Web Conferences Will Present 2019 Predictions – Survival of the Fittest; The Race to Reinvent for Multiplied Innovation

Initial Web conference to highlight ten key predictions in the tech world in 2019 and beyond; 40 additional presentations explore critical technologies paramount to success in next chapter of IT

FRAMINGHAM, Mass., October 5, 2018 – International Data Corporation (IDC) today announced the comprehensive schedule for its annual predictions presentations. Starting with a live FutureScape Webcast to be held Tuesday, October 30th at 12:00 p.m. U.S. Eastern time, IDC Chief Analyst Frank Gens will present IDC's 2019 predictions for the worldwide IT industry, "The Race to Reinvent for Multiplied Innovation." In the new digital economy, survival will depend on how well enterprises leverage powerful digital innovation platforms, engage developer and innovator communications, and embrace technologies from distributed cloud to blockchain, alongside a diversifying variety of connected things.

Following the live event on October 30th, IDC will offer more than 40 live and on-demand Web conferences through December 19th, spanning industries from health and manufacturing to energy and smart cities, and covering emerging technologies including robotics, blockchain, cloud 2.0, microservices, the Internet of Things, edge computing, and more. To register for any of these events, please visit www.idc.com/2019futurescape. The live presentations will be available for on-demand viewing following each Web conference.

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With nearly fifteen years of research tracking the evolution of the 3rd Platform era, and more than five decades of studying and analyzing the global IT industry, IDC has stood witness to a number of transformative phases in the market. The 2018 IDC predictions revealed that the IT industry's 3rd Platform was entering a radically different second chapter, defined by "multiplied innovation" business models driving a 10X increase in (highly verticalized) apps and services, and paramount to over half of the global economy being digitized by 2021. In his forthcoming report, *IDC FutureScape: Worldwide IT Industry 2019 Predictions*, Gens will offer more detail to this vital story, as the forces of multiplied innovation power up and digital innovation platforms and ecosystems explode, enabled by a new wave of application deployment, AI, trust, and

ambient interface technologies, built on a new generation of the cloud. IDC's research will also allude to the 3rd Platform's third chapter ("autonomous innovation"), which is expected to emerge in the later stages of the current FutureScape time span.

"As we enter into the next chapter of the digital transformation (DX) journey, it is truly survival of the fittest. Enterprises must reinvent the IT organizations and IT skills they need to plug into – and to compete in – the multiplied innovation marketplace," said Frank Gens, Chief Analyst, IDC. "Our latest annual FutureScape will detail the new 'power positions' emerging in the IT vendor world, built around at least four platform 'galaxies,' that will determine which leading IT vendors will thrive and which will fade over the next five years."

To learn more about the IDC FutureScape series, a hallmark of IDC's offerings, please visit: www.idc.com/2019futurescape

For additional information about FutureScape Web conferences or accompanying reports, or to arrange a one-on-one briefing with an IDC analyst, please contact Sarah Murray at 781-378-2674 or sarah@attunecommunications.com. Reports are available to qualified members of the media. For information on purchasing reports, contact insights@idc.com ; reporters should email sarah@attunecommunications.com.

About IDC FutureScape

IDC FutureScape reports are used to shape enterprise IT strategy and planning by providing a basic framework for evaluating IT initiatives in terms of their value to business strategy now and in the foreseeable future. IDC's FutureScapes are comprised of a set of decision imperatives designed to identify a range of pending issues that CIOs and senior technology professionals will confront within the typical three year business planning cycle. Each decision imperative is assessed on the basis of its complexity, organizational impact, and time frame to expected mainstream adoption.

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. Follow IDC on Twitter at @IDC and LinkedIn.

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