IDC FutureScape Web Conferences Will Present 2020 Predictions – The Future Enterprise: Hyperscale, Hyperspeed and Hyperconnected

Initial Web conference to highlight ten key predictions for the technology industry; 20 additional presentations explore critical technologies paramount to survival in the future enterprise

FRAMINGHAM, Mass., September 24, 2019 – International Data Corporation (IDC) today announced the comprehensive schedule for its 15th annual predictions presentations. Starting with a live Webcast to be held October 29th at 12:00 p.m. U.S. Eastern time, IDC Chief Analyst Frank Gens will present IDC's predictions for the worldwide IT industry. Following the live event on October 29th, IDC will offer more than 20 live web conferences through December 18th, 2019, covering the future of topics such as Blockchain, Cloud, Datacenter, Retail, Financial Services, Artificial Intelligence, IT/OT, and more. To register for any of these events, please visit www.idc.com/idcfuturescape2020. The events will be available for on-demand replay following the completion of each live presentation.

- Learn more about the 2020 IDC FutureScape Web Conferences
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Over the next five years, the digitizing economy will dramatically scale up and speed up. By 2025, over 80% of the global economy's goods and services will be digitally enhanced or wholly digital while the pace of digital-powered innovation and operation will increase by 10-fold or greater. In his presentation, entitled "The Future Enterprise: Hyperscale, Hyperspeed and Hyperconnected," Gens will share more insight into how the greater scale and speed of innovation and operation will be powered by hyperconnected operating models, sourcing value from - and distributing value through - massive, API-based digital platforms and communities.

Now in its fifteenth year of research tracking evolution in the 3rd Platform era, IDC will publish 40 research reports describing the new capabilities, operations, and priorities that will be required of the future enterprise. Highlights include the future of digital innovation, customer experiences, workforce organization, skills and enablement, trust & cybersecurity and connectedness, among others.

"As the pace of our digital economy speeds up, enterprises will be faced with several new considerations for how to stay relevant to the market, invaluable to customers, and innovative among competitors," said Frank Gens, Chief Analyst, IDC. "Our comprehensive 2020 IDC

FutureScape predictions series will help IT leaders tackle these new challenges – from learning how to become a 'digital innovation factory,' to effectively weaving AI capabilities throughout operations to respond to and anticipate market changes, and creating a fluid workforce, built to instantly meet market needs. IDC's predictions are designed to offer a roadmap to the future and arm forward-thinking IT leaders with the insight needed to not only survive but thrive."

To learn more about the IDC FutureScape series, a hallmark of IDC's offerings, please visit: www.idc.com/idcfuturescape2020.

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- to five-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. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC 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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