IDC Launches Future Enterprise Podcast Series

NEEDHAM, Mass., July 9, 2021 – International Data Corporation (IDC) today announced the availability of its new podcast series, Future Enterprise. The podcast aims to help business and technology executives to achieve innovative, productive, and disruptive business outcomes.

In the increasingly digital economy, business leaders need to transform their organizations and their operations to meet new challenges and seize market opportunities. This transformation will be built upon the purposeful deployment of technology, including cloud computing, artificial intelligence, data analytics, process automation, and more. Organizations that are successful in their digital transformation efforts will benefit in every area of their business.

As a leading provider of market intelligence in the information technology industry, IDC is in a unique position to guide executives on their journey to become a Future Enterprise. IDC offers a deep understanding of the technologies being offered today and how these products and services can be used to achieve the objectives businesses are pursuing.

The Future Enterprise podcast will feature in-depth conversations about:

- Digital transformation and digital innovation in the enterprise
- Emerging trends in the future of work and security & trust
- Data-driven intelligence
- The role of connectedness in a hybrid workplace

The Future Enterprise podcast is hosted by Joseph C. Pucciarelli, Group Vice President & IT Executive Advisor at IDC. He will guide discussions with industry analysts, technology executives, and business and technology leaders from a wide range of industries.
Pucciarelli regularly presents at CIO executive summits around the world, speaking to senior business leaders and technology executives on technology transformation strategies. His research enables clients to create preemptive business and technology strategies grounded in sound financial practices and a comprehensive understanding of competitive ecosystems.

Availability

The first episodes of Future Enterprise are available now on the following platforms:

• Apple Podcasts

• Google Podcasts

• Spotify

• Stitcher

For more information about IDC’s Future Enterprise podcast series, please contact Caroline Black at cblack@idc.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, IT benchmarking
and sourcing, 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 tech media, data, and marketing services company. To learn more about IDC, please visit www.idc.com. Follow IDC on Twitter at @IDC and LinkedIn. Subscribe to the IDC Blog for industry news and insights.

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