



## Research Overview

# Driving energy transition with strategic insight

IDC Energy Insights collaborates with utilities, energy retailers, water suppliers, and oil & gas enterprises to guide critical industry transformation. Our analysts deliver trusted technology intelligence to help organizations embrace AI-enabled operations, modernize infrastructure, and make faster, smarter, and more impactful decisions—always with a focus on customer-centric outcomes across evolving technology landscapes.



Coverage

- ➔ Electricity
- ➔ Gas
- ➔ Water
- ➔ Oil & Gas
- ➔ Mining
- ➔ Agriculture
- ➔ Engineering Procurement & Construction (for O&G and Utilities)

2025 Key Strategic Research Themes and Business Priorities

Modern Asset Management	Enhance visibility, agility and control across your plants, grids and pipelines —faster, smarter, and at scale.
Flexibility Valorization	Build resilient, affordable energy systems that adapt to new demands.
AI & Analytics for CX	Deliver proactive customer experiences with predictive energy insights.
Energy Transition for C&I	From field to fleet, support autonomous and sustainable industrial operations.
GenAI in O&G and Utilities Operations	Unlock next-level performance through AI-optimized workflows and decision automation.



## Research for Strategic Growth

### Utilities and Natural Resources industry intelligence:

- Worldwide program
- Americas program
- Asia/Pacific program
- European program

### Utilities platforms and technologies:

- Worldwide program
- Asia/Pacific program
- EMEA program

### Industry targeted areas worldwide

- Utilities Customer Experience Strategies
- Oil and Gas Digital Strategies
- Energy Transition Strategies
- China Energy Digital Strategies

## Data-Driven Decisions Start Here

### Tech Spending & Market Intelligence

- Oil & gas
- Utilities
- Mining
- Agriculture & Fishing

### Featured Spending Guides

- ICT Spending Guide Enterprise and SMB
- Software and Public Cloud Services
- Security
- AI and Generative AI
- Big Data and Analytics
- Digital Transformation
- Internet of Things
- Edge
- Augmented and Virtual Reality

### IT Wallet Share: Industry Tech-Buyer Data

## Turn Insight Into Impact

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Get ongoing access to expert research that helps you plan, invest, and grow in a changing energy landscape.

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