

# Future of Work

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Organizations globally are experiencing fundamental changes in the ways work gets done. The adoption of technologies such as artificial intelligence and GenAI are speeding this transformation. Drawing from IDC's *Future of Work* framework, this advisory service focuses on how technology is changing work culture, digital workspaces and physical workplaces, and the ways in which humans and machines collaborate to get work done. It spans the conversation from C-suite leaders to frontline workers as they learn to evolve work practices. This research will help technology vendors and service providers develop the best portfolios and go-to-market strategies and tactics to address the needs of transforming industries in their target markets.

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## MARKETS AND SUBJECTS ANALYZED

- IDC's Future of Work Framework: Work culture, space, augmentation
  - Technologies and services shaping the future of work
  - Vendors offering future of work innovations
  - The competitive future of work ecosystem
  - Analysis of market initiatives across work culture, digital workspace, physical workplace and augmentation of work
  - Flexible work models
  - Implications of AI and GenAI Adoption on work models
  - Future of work leadership profiles
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## CORE RESEARCH

- Annual global survey: Culture, Space, Augmentation
  - North American survey: Employee perspectives
  - IDC FutureScape: Worldwide Future of Work Predictions
  - Future of Work Market Opportunity
  - IDC Market Glance Update: Culture
  - IDC Perspective: Regional Responses to GenAI and the Future of Work
  - IDC Market Glance Update: Space/Place
  - IDC Market Glance Update: Augmentation
  - IDC Presentation: GenAI Adoption
  - IDC Perspective: Security and Trust for Work Transformation
  - IDC Perspective: Skills for the AI-Enabled Business
  - IDC Market Analysis Perspective: The Future of Work
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In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Future of Work](#).

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## KEY QUESTIONS ANSWERED

1. How will organizations navigate new AI-enabled ways of working?
  2. How are organizations planning for reimagined workplaces?
  3. What are the specific technologies and innovations driving the future of work?
  4. How are the roles technical skills of frontline workers changing?
  5. Why is agility a critical factor across all pillars of the future of work?
  6. What are the key opportunities and challenges for work transformation across work culture, workspace, and workforce?
  7. How must leaders evolve their priorities and collaborate to effectively drive change management in an era of AI
  8. How are organizations providing frontline workers with democratized access to technology and digital collaboration?
  9. What are the key opportunities and challenges for the future of work transformation across work culture, workspace, and workforce?
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## COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers impacting the future of work, including:

Accenture, Adobe, ADP, Amazon, AMD, Apple, Automation Anywhere, Asana, Avanade, Blue Prism, Box, Catalant, Celonis, Cisco, Citrix, Cognizant, Cornerstone OnDemand, Dell, Dropbox, DXC, Eptura, Globalization Partners, Google, Hitachi, HP Inc., Hubstar, IBM, iCIMS, Intel, KMBS, Kyndryl, Lenovo, LinkedIn, Meta Platforms, Microsoft, OpenText, Oracle, Pegasystems, Price Waterhouse Coopers, Qualcomm, Qualtrics, Ricoh, Salesforce, Samsung, SAP, ServiceNow, Sharp, SHI, Skillsoft, Slack, Smartsheet, Symantec, The North Highland Company, TIBCO, UiPath, Unisys, VMware, WalkMe, Whatfix, Workday, Zoho, and Zoom.