

Europe, Middle East and Africa Industry Cloud Strategies

IDC's *Europe, Middle East and Africa Industry Cloud Strategies* will analyze the industry cloud offerings available in EMEA. Industry clouds are intended as sector specific functionalities, configuration/implementation templates, data models, etc. that cloud service providers (in particular PaaS and SaaS providers) have in their portfolio. It will analyze the number of sectors that the cloud service providers deliver industry-cloud solutions to and where these solutions are available in EMEA. The service will also analyze the type of capabilities that they offer, whether they are full-fledged applications with industry-specific logic, or data models, or deployment templates. It will analyze how cloud providers partner with professional services companies to sell and deliver industry-cloud solutions. This theme will be a collaborative effort between the European Cloud team, which has deep expertise in cloud suppliers and the Insights team, which has the in-depth knowledge of specific sectors' industry-cloud capabilities and strategies.

Markets and Subjects Analyzed

- Industry-cloud vendors' sector coverage
 - Industry-cloud vendors' competitive differentiators
 - Industry-cloud solution availability across countries in EMEA
 - Industry-cloud vendors' partnerships to accelerate market success
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Core Research

- Industry clouds in EMEA: the market landscape
 - Industry clouds: the role of professional services firms
 - Industry clouds: solution capabilities and go-to-market models
 - Best practices in Industry Cloud adoption in EMEA
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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: [Europe, Middle East and Africa Industry Cloud Strategies](#).

Key Questions Answered

1. What are industry clouds? And what is their level of adoption in EMEA?
 2. Which sectors do cloud vendors provide industry-clouds for, in EMEA?
 3. In which EMEA countries are industry-cloud solutions available or planned to be available?
 4. What types of capabilities are industry-clouds delivering: industry data models, pre-configured workflow, etc.?
 5. How do industry-cloud vendors differentiate their solution roadmaps, messaging and partnerships to grow their market share?
 6. What is the role of professional services companies to help enterprises implement, manage and realize the benefits of industry cloud offered by CSPs?
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Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the Europe, Middle East and Africa Industry Cloud Strategies market, including:

Accenture, Atos, PWC, Deloitte, TCS, Wipro, SAP, Microsoft, Oracle, ServiceNow, Salesforce, Google, AWS, IBM, Siemens
