

# Europe, Middle East and Africa Digital Business and Artificial Intelligence Transformation Strategies

EMEA CEOs and C-suites are increasingly utilizing digital capabilities to respond to business challenges and deliver key organizational priorities. But, with more companies digitally transforming, the pack leaders must adapt and innovate at an even faster pace to maintain their competitive advantage. In this digital business context, AI is set to profoundly influence individuals, businesses, and society at large. Reflecting the magnitude of this transformation, 99% of CEOs have identified "using AI responsibly" as paramount for their organizations. This outlines the necessity for organizations to reimagine their business and operating model. Tackling this technology opportunity will require leaders to focus on AI use cases, measurable business outcomes, data and infrastructure, governance, and talent and skills. IDC's *Europe, Middle East and Africa Digital Business and Artificial Intelligence Transformation Strategies* service looks at digital business and AI transformation strategies in EMEA, providing insights into digital and AI strategies and priorities, spending forecasts, tangible examples, and vendors' strategies. Business executives, product managers, and market intelligence and AR professionals can use this information to understand market trends, buying criteria, and the competitive landscape.

## MARKETS AND SUBJECTS ANALYZED

- Current and future trends shaping digital demand in EMEA
- Key digital and AI use cases driving investments
- The Digital Business Scorecard to assess digital maturity
- Digital business models and innovation opportunities
- The digital business architecture and key tech requirements
- C-suite dynamics, pain points, and business and tech priorities
- Digital natives' segmentation, dynamics, tech-buying patterns, and go-to-market approaches
- The role of emerging technologies
- EMEA digital regulations and policies radar
- Clear and actionable examples of digital leaders
- Market sizing and forecasts

## CORE RESEARCH

- Business Value Driven Innovation
- The Role of the CEO, CIO, and Other C-level Executives and Functional Leads in Driving Change
- Use Cases and Business Outcomes the Digital Business Architecture
- Digital Business Scorecard for EMEA
- EMEA Digital Spending Forecast
- Digital Native Business Start-Ups and Scale-Ups: Landscape and Priorities
- Emerging Technologies Radar
- Digital Regulations Radar
- Vendor Strategies and Positioning

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 Digital Business and Artificial Intelligence Transformation Strategies](#).

## KEY QUESTIONS ANSWERED

1. How are organizations reimaging their business and operating models with AI everywhere?
2. What are the levels of digital business capabilities across industries?
3. What are the largest and fastest growing digital and AI use cases?
4. How do digital natives' budgets for procure-and-deploy technology differ from those of other organizations?
5. How can technology vendors develop messaging specifically for line-of-business executives?
6. What are the digital priorities of CEOs, CIOs, and entire C-suites?
7. How can organizations drive value through emerging tech?
8. How can technology vendors support customers in developing their digital business platforms?
9. What are the main digital regulations impacting technology adoption in EMEA?

## COMPANIES ANALYZED

IDC's *Europe, Middle East and Africa Digital Business and Artificial Intelligence Transformation Strategies* service reviews the strategies, market positionings, and future directions of providers in the digital business market, including:

Accenture, Adobe, AKQA, Amazon, Atos, Avanade, Avaya, BearingPoint, BMC, BT, Capgemini, Celonis, CGI, Cisco, Citrix, Cognizant, Dell, Deloitte, DXC Technologies, EY, frog, Fujitsu, Globant, Google, HCL, Hewlett Packard Enterprise, IBM, IDEO, IFS, Infosys, Intel, IPsoft, KPMG, Microsoft, Mitel, OpenText, Oracle,

Oracle NetSuite, PwC, Razorfish, Red Hat, Salesforce, SAP, SAS, ServiceNow, Sharp, Sopra Steria, Symantec, TCS, Tech Mahindra, Telefónica, Teradata, Tieto, T-Systems, VMware, Vodafone, Wipro, Workday, and Xerox