European Artificial Intelligence Innovations and Strategies

The *European Artificial Intelligence Innovations and Strategies* service provides a 360-degree view of the major innovations and strategies driving the development and adoption of AI-enabled enterprise technologies in Europe as we move toward "AI everywhere." The CIS analyzes all industry developments that impact the enterprise-AI value chain in Europe, including infrastructure technology evolution, AI model and platform innovations, emerging and established AI use cases, technology pricing models, regulations and their development, security and privacy issues, implementation ecosystems, and enterprise adoption trends.

MARKETS AND SUBJECTS ANALYZED

- Foundational innovations in AI models, AI platforms, and AI development, integration, and deployment
- The impact of GenAI and predictive AI on cloud platform markets in Europe
- The impact of GenAI and predictive AI on software development markets in Europe
- The impact of GenAI and predictive AI on IT security markets in Europe
- The impact of GenAI and predictive AI on enterprise application and platform markets in Europe
- The impact of GenAI and predictive AI on IT services markets in Europe
- Market maturity comparisons across Western Europe and Central & Eastern Europe
- Evolving AI technology ecosystems in Europe
- The evolving impact of data privacy, data market, and AI regulations in Europe
- The maturity and capabilities of European organizations relating to GenAI and predictive AI technologies, use cases, and sourcing strategies

CORE RESEARCH

- European AI Software Market Forecast, 2023–2028
- Market Analysis Perspective: European Artificial Intelligence Innovations and Strategies
- European AI Innovations and Strategies: Scope, Definitions, and Trends
- IDC FutureScape: Worldwide AI and Automation 2025 Predictions — European Implications
- AI Sourcing Strategies in Europe

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: European Artificial Intelligence Innovations and Strategies.

KEY QUESTIONS ANSWERED

1. How are organizations in Europe responding to and adopting AI in enterprise technology use cases?
2. How are factors such as regulations, access to skills, pricing, and the strength of implementation ecosystems influencing investments in and the adoption of AI technologies in Europe?
3. Which technology and services providers are most influential in the enterprise AI value chain in Europe?
4. Which emerging technology and services providers are driving AI innovation in Europe?
5. What is the size of the AI-powered software and services market in Europe, and what growth is forecast for this market?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the AI innovations and strategies market, including:

AWS, Microsoft, Google, Oracle, IBM, NVIDIA, Dataiku, SAP, OpenAI, Cohere, Anthropic, Aleph Alpha, Mistral, Inflection AI, ServiceNow, Salesforce, Workday, Dell, HPE, Accenture, Capgemini, Deloitte, KPMG, Atos, Tech Mahindra, Cognizant, DXC, and T-Systems.