

Industry Clouds, Solutions and Technology Verticalization Strategies

IDC's *Industry Clouds, Solutions and Technology Verticalization Strategies* service covers the growing market for industry clouds and platforms; the verticalization journeys and industry footprints of leading cloud service providers (SPs), software vendors, and professional services firms; the impact of industry clouds on industry value chains and business processes; and the opportunities presented by industry clouds within all major verticals. The service analyzes the competitive and strategic nature of industry clouds and their impacts on vendors and industry ecosystems. The program covers technology preferences, adoption trends, partnership best practices, optimization, use cases, and segmentation related to industry clouds. It also analyzes their benefits for buyers, both across industries and by industry, and tracks how vendors bring them to market worldwide.

MARKETS AND SUBJECTS ANALYZED

- Tracking and visibility into industry cloud creation
- Industry cloud-related technology preferences
- Industry cloud best practices, strategies, and optimization
- Research and guidance surrounding the verticalization of products and vendor go-to-market strategies
- Industry cloud adoption, partnerships, segmentation, and use cases
- Industry ecosystems, communities, and consortia
- Competitive and strategic impact of industry clouds on hardware, software, and cloud service providers
- Tracking and profiling the vertical footprints and verticalization strategies of the top cloud service providers: AWS, Microsoft, Google, IBM, Oracle, SAP, Salesforce, and others

CORE RESEARCH

- Industry Cloud Directory: Semiannual
- Industry Cloud: State of the Union Report (annual U.S. market survey)
- IDC MarketScape for Industry Cloud Professional Services Vendor Assessment: Biannual
- Industry Cloud ProductScapes (by vendor and by industry)
- Technology Verticalization Strategies (for cloud SPs, enterprise software vendors, and professional services providers)
- Industry Clouds: The Customer Perspective (vendor ratings and challenges based on annual global survey)

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: [Industry Clouds, Solutions and Technology Verticalization Strategies](#).

KEY QUESTIONS ANSWERED

1. What are industry clouds, and what impact do they have on industries' cloud adoption and digital transformation initiatives?
2. What operational models for industry cloud are succeeding?
3. What cloud service providers and software vendors dominate which verticals?
4. How are industry clouds helping organizations adapt to uncertainty and crises?
5. Where are industry clouds being created, who's involved, and which markets have tipped?
6. How do customers view and benefit from industry-specific technologies?
7. What are the benefits and challenges for participants and customers of industry clouds?
8. How will industry clouds help to scale innovation accelerators such as IoT, blockchain, and artificial intelligence/machine learning?
9. Which technology vendors and professional services firms are leading the industry cloud market?
10. What is the strategic importance and market opportunity for industry clouds?

COMPANIES ANALYZED

This service covers the market for industry cloud offerings within vertical markets and industry clouds. It will review the strategies, market positioning, and future direction of vendors with industry cloud offerings within the vertical market, including:

Accenture, Alibaba, Amazon, Atos, Booz Allen Hamilton, Cognizant, Dell EMC, Deloitte, DXC, EY, Google, HCLTech, IBM,

Infor, Microsoft, NTT DATA, Oracle, PwC, Salesforce, SAP, Snowflake, and Tata Consultancy Services