

Asia/Pacific Software Development and Artificial Intelligence Developer Strategies

IDC's *Asia/Pacific Software Development and Artificial Intelligence Developer Strategies* program provides extensive insights on developer attitudes regarding software development tools, languages, programming models, deployment infrastructures, and processes, with an emphasis on goods and technology that enable digital innovation. It provides in-depth insights into the usage of generative AI and low-code/no-code methodologies to manage the full software development life cycle.

MARKETS AND SUBJECTS ANALYZED

- APJ (country-level insights for Australia, India, China, Singapore, Vietnam, and ASEAN countries)
- Developer toolchains and workflows; product preferences
- Focus on developer strategies and productivity
- Low-code/no-code and model-driven application platforms
- Customer base, adoption, and use cases for open source development technologies
- GenAI-assisted software development

CORE RESEARCH

- IDC MarketScape: Asia/Pacific Low-Code/No-Code Platforms 2024 Vendor Assessment
- GenAI in Action: Exploring Vendor Tools for Infusing AI into Development Workflows
- C2G: Pioneering Innovation with GenAI-Infused Software Development — Best Practices, Strategic Policies, and Regulations in Asia/Pacific (Singapore, Southeast Asia, and India)
- Cloud-Native Application Development: Its Adoption Across Telecom Sector
- From Code to Customer: Leveraging Vendor Ecosystems for Effective Developer Strategies
- Asia/Pacific: The Open Source GenAI Ecosystem
- Maximizing ROI: Evaluating GenAI Tools and Platforms for Technology Buyers
- C2G: Driving Efficiency with Low-Code/No-Code Solutions — Strategy and Use Cases Across Industries (Manufacturing, Retail, Utilities, Media, and Entertainment)
- APEJ Vendor Analysis: Generative AI Developer Tools

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: [Asia/Pacific Software Development and Artificial Intelligence Developer Strategies](#).

KEY QUESTIONS ANSWERED

1. How will generative AI impact the software development life cycle?
2. What languages, tools, and methodologies are developers adopting to increase their productivity?
3. What current capabilities do low-code, no-code, and GenAI developer technologies offer? How do we see them transforming in the future?
4. What business outcomes/values is your organization realized or expecting using generative AI in software development?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the *Asia/Pacific Software Development and Artificial Intelligence Developer Strategies* market, including:

Appian Corp., Atlassian, AWS, Baidu, Defan, GitHub Inc., GitLab, Google, HCL Software, Huawei, IBM, Kissflow, Mendix Inc., Meta Platforms Inc., Microsoft Corporation, OpenText, Oracle

Corporation, OutSystems S.A., Pegasystems Inc., Progress Software, QuickBase Inc., Red Hat Inc., SAP, Salesforce, Seeyon, ServiceNow, Smardaten, SUSE, Tencent, and Zoho Corporation.