

C-Suite Tech Agenda

IDC's *C-Suite Tech Agenda* program advises technology suppliers on the new offerings, competencies, and go-to-market approaches needed to effectively reach the C-suite and other line-of-business buyers. By studying tech spending and buyer preferences across the C-suite, the program reports on the evolving dynamics across business leadership as it relates to their business objectives, tech priorities/investment plans, and approach to emerging technologies like AI and GenAI. IDC's research indicates a growing trend of technology adoption within non-tech business functions, with about 40% of non-tech C-suite leaders acknowledging their participation in both decision-making and financing of their organization's digital initiatives. However, C-suite buyers approach tech adoption differently than IT organizations. They lead with use cases, are driven by line-of-business KPIs, and prioritize business outcomes over technology features. Technology vendors looking to tap into these new buying centers will need to prioritize where to focus and evolve sales conversations, marketing messaging, and the broader go-to-market strategy. But this is not about IT versus the business — digital transformation is a team sport: Technology leadership (i.e., CIO, CTO, CDO, and heads of innovation) must be at the table.

MARKETS AND SUBJECTS ANALYZED

C-Suite Dynamics and Tech Purchasing Patterns:

- Technology Budget Priorities and Dynamics Across the C-Suite
- Approach to AI and the Importance of Responsible AI
- State of Adoption and Investment Plans for GenAI
- How the CEO's Agenda for the Future Enterprise Drives the C-Suite
- Technology Leadership Structures and Roles for the Future Enterprise
- Digital Transformation of the Functional Areas (Finance, HR, Marketing, Procurement, etc.)
- Technology Architecture and Platform Preferences of the C-Suite

CORE RESEARCH

- IDC Survey: CEO Survey Findings: CEO's Perspective on Business and Tech Priorities and Approach to AI, Evolving Role of Tech Leadership, and Strategic Tech Partnerships
- IDC Market Presentation: CIO Quick Poll: Importance of Responsible AI
- IDC Survey: C-Suite Survey Findings: Exploring Key Business Objectives, Pain Points, and Tech Priorities for the C-Suite Leaders
- IDC Perspective: Global CIO Advisory Board: Enterprise Architecture in the Age of AI
- IDC Perspective: Global CIO Advisory Board: Making Sustainability Real for the CIO

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: [C-Suite Tech Agenda](#).

KEY QUESTIONS ANSWERED

1. How do the technology preferences and investment priorities vary across the C-suite and line-of-business leaders?
2. What are the key business outcomes that C-Suite leaders seek to achieve through adoption of technology?
3. What are the key challenges that C-suite leaders encounter when adopting technology?
4. How is the CEO's agenda for the future enterprise driving investment priorities in the C-suite?

COMPANIES ANALYZED

This service reviews the strategies and future plans of several tech providers and customers in the market, including:

Accenture, Adobe, AliCloud, Arcelik, AT&T, Avanade, AWS, Capgemini, Cisco, Dell Technologies, Deloitte, EY, Google, Holman Enterprises, Finastra, Harley-Davidson, HPE, Huawei, IBM, IFS, Invista, Koch Industries, Knorr-Bremse, Link Logistics, London Stock

Exchange Group, LyondellBasell, Microsoft, Oracle, Publicis Sapient, PwC, Salesforce, SAP, ServiceNow, Siemens, SI Group, Sitecore, TELUS International, Toyota Financial Services.