

Slicing Through the Storms of Disruption in the Era of Digital Business



IDC FutureScape

A Guide to Thrive in Today's Storms of Disruption



The Era of Digital Transformation (DX) Has Come and Gone.

It is no longer about experimentation and being content with solving problems with islands of innovations (DX 1.0, 2012-2015). We are also past the days of celebrating each progressive digital transformation uptake that closes digital ROI gaps across industries and geographies (DX 2.0, 2016-2019).

Enterprises that significantly stepped up to overcome the challenges of COVID-19 in the past two years pioneered the shift to digital business. Scaling up digital investments across all industries and for many, pushing their digital product and service contributions from <5% to at least 25% of their overall revenue.

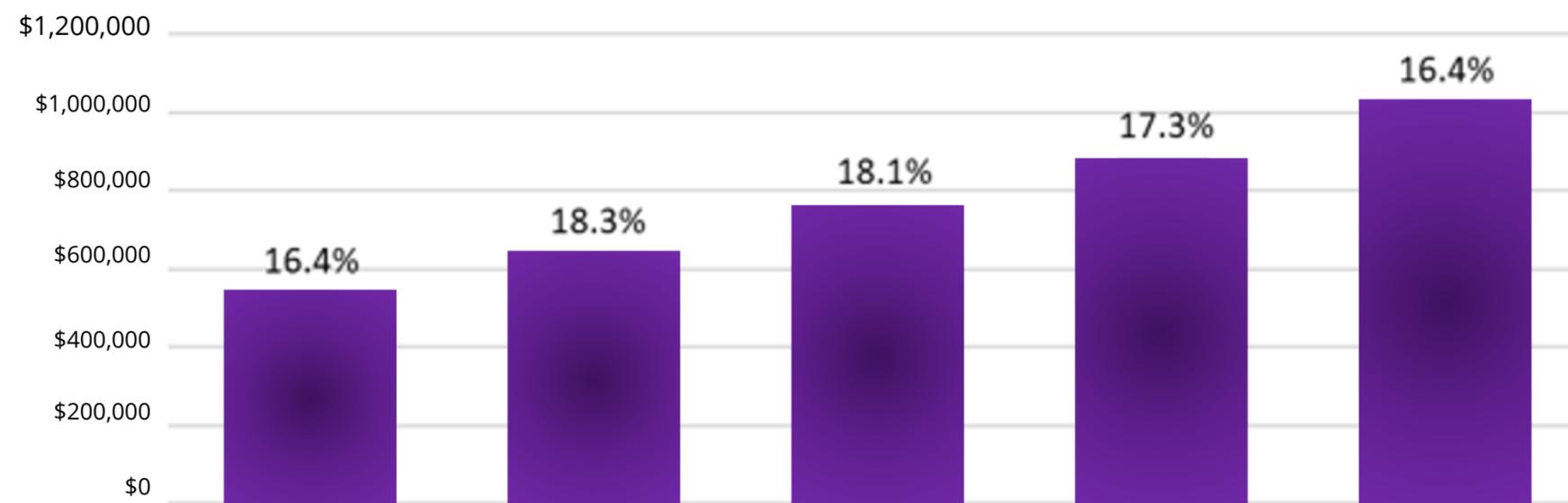
A shift towards Digital Business.

Armed with C-suite-driven digital-first strategies, technologies to compete, and digital innovation programs.

Source: IDC CEO Sentiment Survey 2022 – APJ N=123

In 2023, despite the rising inflation and potential threat of an economic recession, DX investments are expected to reach US\$750B.

APJ DX Spending 2021-2025 in US\$ and YoY%



Source: IDC Worldwide Digital Transformation Spending Guide - Use Case Forecast 2022 (Apr V1 2022)

Technology will be used to compete, and to prioritize digital innovation programs to deliver optimal business outcomes at scale, at a time of great uncertainty.

Market conditions remain fluid.

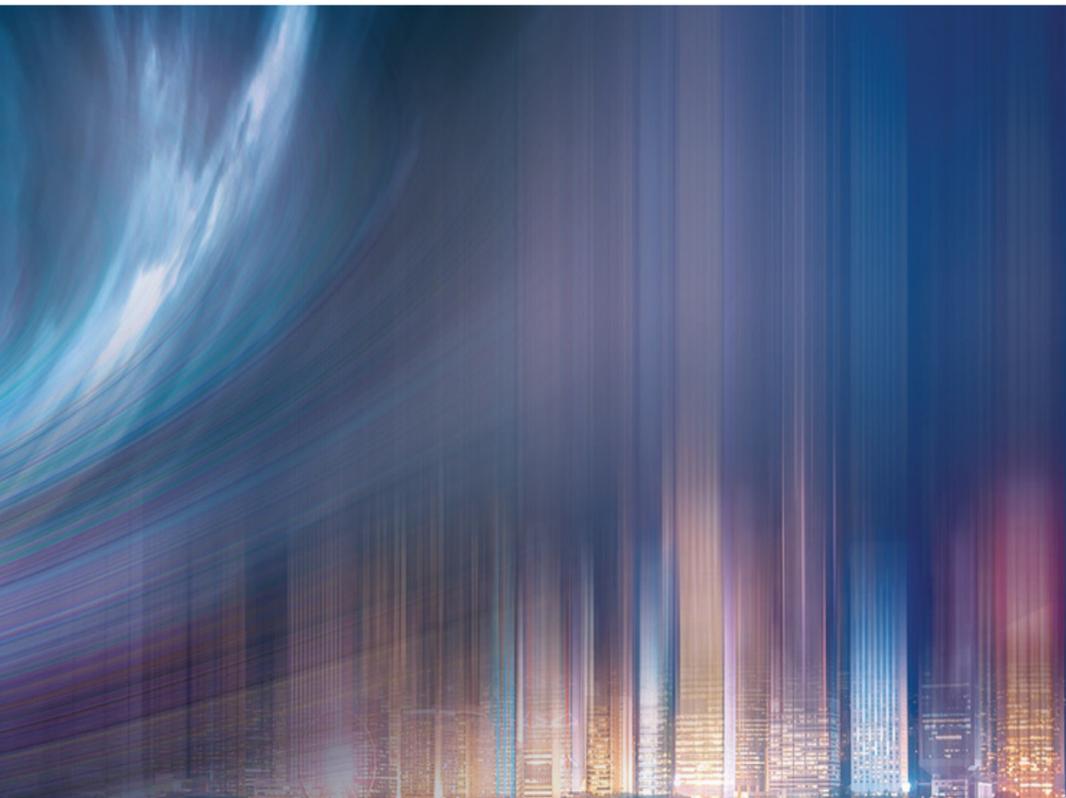
The current waves of interconnected economic, political, and social disruptions threaten to batter enterprises around the world for the next several years, fracturing business plans.



Asia/Pacific enterprises will need to rapidly adapt to these unsettled conditions, slicing through the storms of disruption by transforming into a resilient digital business where value creation is based on the effective use of fast-evolving and innovative technologies.

Slicing Through Storms of Disruption

As economic and business outlook remain highly susceptible to change for the next 3 years, a firm grasp of the market outlook and third-party guidance like the [*IDC FutureScape Reports*](#) in your business tool kit could go a long way in making informed decisions as you slice through the storms of disruption.

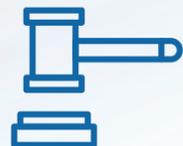


For the next several years, technology providers must play a leading role in helping enterprises navigate the storms of disruption and harness technology to compete in a digital business era.

What is an IDC FutureScape Report and How Can it Help You Slice Through the Storms of Disruption?



A strategic planning tool designed exclusively for technology professionals in enterprises that are making critical investments in IT to further their business strategies.



A collection of guidance points on a number of key IT management areas that are formed from IDC research, data and expertise; and



A guide written with the end-user technology decision-makers in mind – from CIOs, IT directors, IT managers, and IT architects, and IT buyers from within business lines and functions.

FOR TECHNOLOGY & BUSINESS LEADERS, the reports help

- Frame the direction of your IT Strategy and Roadmap for the next 12-60 months.
- Evaluate individual areas of IT impact from fast-emerging technology solutions.
- Justify technology adoption and investment decisions, big and small.

FOR TECHNOLOGY SUPPLIERS, the reports help

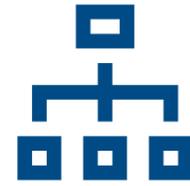
- Educate technology and business leaders on IT trends and emerging tech that will impact their short- and long-term IT investments.
- Prediction statements are visible and highly-promoted by IDC.
- Offer an opportunity to build a marketing narrative around IDC's objective predictions and its impact for the next 12-60 months.

What Makes the IDC FutureScape Report Different?

Designed to create actionable recommendations that are linked to key ecosystem drivers and to data from IDC customers across many industries.

Comprised of a set of “Decision Imperatives” designed to identify a range of pending issues that CIOs and senior technology professionals will confront within the typical 3-year business planning cycle, and for which a decision will be required.

Each IDC FutureScape Reports takes a predefined set of factors into consideration in shaping its recommendations.



KEY DRIVERS: Important external trends or what factors are most significantly driving a particular technology space or market area.



DECISION IMPERATIVE: What will happen given these trends? With these factors identified, what is likely to happen within this technology space or market area in the foreseeable future?



IT IMPACT: What does this mean for IT? If these things happen, what will be the impact on IT?



RECOMMENDATIONS: Actions you should take. Given the expectation about the future, what should IDC's clients do?

Essential Guidance

In the Short Term (0 - 6 Months)

- Identify which IT management disciplines can best leverage the IDC FutureScape to greatest advantage.
- Establish internal forums for discussing the implications of future changes in key management areas and begin to develop scenarios to anticipate which projects and programs have the best chance to be funded and succeed.

In the Medium Term (6 - 12 Months)

- Develop benchmarking programs to identify where the current organization is in relation to industry standards and future business expectations — including organization, process, infrastructure, leadership and risk/reward assessments.
- Coordinate business and IT planning to identify the most promising investment opportunities.

In the Long Term (12 - 24+ Months)

- Integrate FutureScape reviews into your annual planning process with management aimed at:
 - Looking back at 12-24 months to assess the accuracy of previous plans and identify where opportunities for process improvement exist
 - Looking forward 12-36 months to assess how key drivers have evolved in their ability to impact business and IT strategies
- Incorporates external and internal data sources (including surveys and benchmarks) into the process of developing future planning scenarios that identify the Decision Imperatives and IT Impact of the most critical key business drivers.

IDC has been a trusted source of reliable and credible third-party data that business leaders, and technology suppliers have relied on for growth and recovery planning.

Together, we can:

- Enable your teams, across all job functions, to adapt operations to new conditions
- Develop, retain, renew, and optimize relationships with customers, suppliers, and partners in a time of crisis
- Effectively respond to new threats by learning from the past and predicting the future

Know the levers to pull for real change to happen, for clear and measurable business outcomes to emerge. Effectively and efficiently slice through today's seemingly endless storms of disruptions, to not merely survive but to thrive.

To understand more about IDC FutureScape, [contact us today](#).

