

## Identification of ICT Growth Areas and Action Plan Development for Government Authority

### Challenge

A government authority responsible for IT planning approached IDC with a request to identify key growth areas in the country, analyze major gaps to be addressed, and develop an action plan for journeying towards a mature IT industry.

Based on the analysis, IDC was asked to develop a compelling public report on the state of IT in the country and trigger public interest in key IT topics, thereby raising awareness of them. IDC was also tasked with creating a sense of urgency among the public and key stakeholders.

### The Solution

Through in-depth market research, IDC identified datacenters, specific BPO services, and emerging high-technology product manufacturing as key opportunity areas with the potential to increase IT spending and IT employment in the country. In addition, IDC identified key challenges the IT industry is facing, and explored the lack of IT skills in more details.

IDC then provided a set of recommendations on moving towards a mature IT industry, and developed an action plan comprising a list of relevant projects to be implemented.

Finally, IDC developed a public report, which was presented and discussed in a national event and distributed among all IT stakeholders in the country.