

# IDC Financial Insights: China Financial Digital Strategies

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*IDC Financial Insights: China Financial Digital Strategies* focuses on one of the most lucrative markets as well as one of the most vibrant business environments to establish a successful foothold. Digital transformation has become an irreversible trend in the industry. This service provides the IT community with an in-depth understanding of IT spending trends occurring across different financial institutions as well as by different IT categories. It delivers thought leadership, timely market sizing, and guidance for grasping current and emerging opportunities.

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## APPROACH

This service leverages the primary research capability and available secondary research within IDC Financial Insights on the China financial industry sector's IT technologies and trends. Our research is highly customized, with information acquired through IDC Financial Insights' proprietary research projects, along with ongoing communications with industry experts, banking CIOs, insurance CIOs, line-of-business executives, fintechs, and IT product and service vendors. To ensure relevance, our analysts work closely with these stakeholders to identify and prioritize specific topics to be covered in research reports.

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## TOPICS ADDRESSED

Throughout the year, this service will address the following topics:

- China's financial industry IT solution market and the competitive landscape and the dynamics and forecasts of its IT application solutions segments
  - Analysis of the banking/insurance industry and its development trends in the IT market and our top 10 predictions
  - Analysis of digital ecosystem build-up methodology for financial institutions and fintechs
  - Analysis of fintech landscape and trends
  - IDC's insights into the current development status, characteristics, and layout of the financial industry in China, focusing on investment and demand analysis
  - Strategy and road map of digital banking and digital insurance
  - Best practice and analysis of emerging technologies, AI, RPA, Big Data, cloud, IoT, and security in the banking/insurance industry
  - Market analysis and competitive landscape of financial industrial cloud
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## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What are the characteristics of successful IT vendors and financial industry-focused ISVs in China?
  2. What are the central/local banking/insurance IT spending trends in China?
  3. What are the latest trends in financial industry IT usage and adoption?
  4. Which policies are shaping financial industry IT spending?
  5. What are the latest trends in fintech?
  6. How to build up an owned digital ecosystem?
  7. Which innovative technology initiatives are causing significant shifts in the ways local and regional banking/insurance conduct business?
  8. How to build digital strategy for banking/insurance?
  9. What do the peers do on the new technology applications?
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## WHO SHOULD SUBSCRIBE

This service is ideally suited to support IT vendors, fintechs, and financial industry IT promotion agencies targeting the China financial industry market and support financial institutions creating their own digital ecosystem. Fintechs, industry-specific software providers, and systems integrators will find this service valuable in gaining insights into the needs and investment trends of the banking/insurance sector in China. Public sector officials, including CIOs, senior IT managers, and senior line-of-business managers, seeking insights and guidance on how to optimize IT investments for business transformation use our service. In addition, technology vendors seeking insights and guidance on how to develop significant value-added business strategies to influence technology market opportunities and partner with government officials to address challenges within the public sector also use this service.