Australia and New Zealand Digital Business and Artificial Intelligence Transformation Strategies

IDC's *Australia and New Zealand Digital Business and Artificial Intelligence Transformation Strategies* research program delivers a holistic view of how enterprises are transitioning to new digital business, operating, and organizational models. IDC predicts that by 2027, 50% of ANZ enterprises will have mastered the use of GenAI to codevelop digital products and services leading to double the revenue growth compared with their competitors. This program is formed from IDC's C-suite and technology surveys, interaction with the top CIOs in ANZ, and deep understanding of technology capabilities and adoption in the market.

MARKETS AND SUBJECTS ANALYZED

- ICT spending to support digital business architectures
- Cloud infrastructure and platform developments
- C-suite primary research from line of business
- AI transformation and use cases
- Technology ecosystem sourcing studies
- Vendor analysis and selection criteria

CORE RESEARCH

- ANZ Digital Ecosystem Survey 2025: Technology Priorities and Vendor Mindshare
- ANZ IT Spending Forecast by Vertical Segment and Company Employee Size, 2024–2028
- Cloud Migration Plans: ANZ Public Cloud Services 2025
- ANZ IT Spending Forecast by Technology, 2024–2028
- ANZ Digital Ecosystem Survey 2025: Business Landscape and Drivers of Investment

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: [Australia and New Zealand Digital Business and Artificial Intelligence Transformation Strategies](#).

KEY QUESTIONS ANSWERED

1. How are enterprises infusing AI in their business model and operating model changes?
2. What are the strategies and organization models to close the digital skills gap?
3. How is digital business architecture evolving, and what are the key value differentiators?
4. How will enterprises select IT vendors and service providers?
5. How will organizations leverage the digital ecosystem for their sourcing needs?
6. Where is spending directed for new technologies and platforms?
7. What are the differences between industries and company sizes?
8. What are the key priorities for digital government?
9. What are key trends in cloud services sourcing?
10. What are the use cases for AI transformation that are led by the business?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the digital business market, including:

Accenture plc, Amazon.com Inc., BMC Software, Inc., Brennan IT, Chorus Ltd., Cisco Systems Inc., DXC Technology Co., Data#3 Ltd., Datacom Group Ltd., Deloitte LLP, Equinix Inc., EY, Fujitsu Ltd., Google LLC, HCLTech Ltd., Hewlett Packard Enterprise, IBM, Informatica LLC, Infosys Ltd., KPMG International, Kofax Inc., Kyndryl Inc., Microsoft Corp., NTT, NetApp Inc., Optus Pty. Ltd., Oracle Corp., PwC, Red Hat Inc., SAP SE, SUSE Linux GmbH, Salesforce, Inc., ServiceNow, Inc., Spark New Zealand Ltd., Tata Consultancy Services, Tech Mahindra, Telstra Group Ltd., Unisys Corp., VMware, Inc., Vocus Group, Vodafone Group Plc, and Wipro Ltd.