

European Application Modernization Strategies

IDC's *European Application Modernization Strategies* research program provides clients with a comprehensive view of the modernization investment strategies and decisions of European organizations as they rearchitect for digital business success. The research addresses the capabilities and strategies of technology and service providers across the application modernization continuum. Key focus areas include application transformation, modernization strategies, business optimization, cloud migration, and GenAI's impact on application modernization.

MARKETS AND SUBJECTS ANALYZED

- Investment strategies and decisions of European application modernization services and technology vendors
- The role of digital service providers in the modernization journey
- App modernization/transformation best practices
- GenAI's impact on service providers' modernization of business processes and tooling
- The transformation of the core application ecosystem to a more modern environment (e.g., SAP, Oracle, ServiceNow, and Salesforce)
- Mainframe modernization

CORE RESEARCH

- European Application Modernization Sentiment by Persona: Insights from IDC's European IT Services Survey
- How Does Enhancing Software Quality Through Generative AI Affect Service Providers' Application Modernization Engagements?
- How Widespread Is Application Modernization Among European Partner Software Development Activities?
- Market Analysis Perspective: European Application Modernization Strategies
- Mainframe Trends: Understanding How Cloud and GenAI Can Modernize Mainframes
- IDC MarketScape: European SAP Modernization Services Vendor Assessment
- European Application Modernization Market Analysis

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: [European Application Modernization Strategies](#).

KEY QUESTIONS ANSWERED

1. What are European organizations' top application modernization investment priorities?
2. Which areas of application modernization services demand are growing the fastest, and what should vendors do to succeed in these areas?
3. What are the cloud application migration strategies of services providers?
4. What are the competitive positionings of the major players?
5. How can providers sell application modernization services, and what are the incentives for pursuing application modernization?
6. How large and fast-growing will demand be for application modernization services?
7. How do European regulations and trends such as AI/GenAI, automation, and cloud impact demand, and how will they change the competitive landscape?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of numerous providers in the application modernization services market, including:

Accenture, Atos, Avanade, Capgemini, CGI, Cognizant, Deloitte, Devoteam, DXC Technology, EY, Fujitsu, HCL, IBM, Infosys, KPMG,

LTI Mindtree, Mphasis, Oracle Consulting, PwC, SAP Digital Business Services, Sopra Steria, TCS, and Wipro.