

Canadian C-Suite Tech Agenda

IDC's *Canadian C-Suite Tech Agenda* program provides insights to technology vendors on the dynamics between IT and business leadership as they relate to business objectives, tech priorities/investment plans, and the approach to emerging technologies such as AI and GenAI in Canada. IDC's research shows that as organizations evolve to become a "digital business," technology is now a board-level imperative. Increasingly technology budgets sit with line-of-business buyers, and it is critical for various CXO roles (marketing, customer experience, finance, HR, supply chain, and procurement) to engage and collaborate with IT to achieve their business outcome. Canadian C-suite buyers have different priorities and views on technology as compared with IT. Technology vendors will need to prioritize and refine their marketing messaging, sales conversation, and go-to-market strategy to support and engage with both IT and lines of business. It is about orchestrating and bringing both Canadian IT and business leaders together to deliver and achieve their digital business outcomes.

MARKETS AND SUBJECTS ANALYZED

- Canadian C-Suite Dynamics and Tech Purchasing Patterns
- Technology Budget Priorities and Dynamics Across the Canadian C-Suite
- Understanding the Role of IT in a Digital Business
- Digital Transformation of the Functional Areas (Finance, HR, Marketing, Procurement, etc.)
- Canadian CEO Agenda Around Technology
- Digital Road Maps, Strategic Priorities, and Driving Use Cases

CORE RESEARCH

- IDC Survey: Canadian CEO Survey Findings
- IDC Canadian C-Suite Survey: Digital Business Insights
- Canadian Future of Digital Innovation Case Studies
- Canadian CXO Survey: Priorities and Role Evolution
- Canadian CEO Perspective on IT Engagement
- IDC Survey: Tech Priorities Across the Canadian C-Suite

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: [Canadian C-Suite Tech Agenda](#).

KEY QUESTIONS ANSWERED

1. What are the digital business priorities of the Canadian C-suite?
2. What are key business outcomes that Canadian C-suite leaders seek to achieve through adoption of technology?
3. What is top of mind for Canadian CEOs around their digital ambitions?
4. What are the challenges of the Canadian C-suite when it comes to becoming a digital business?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the [ENTER MARKET NAME] market, including:

Adobe Systems Inc., Accenture PLC, Amazon Web Services Inc., Avanade, Capgemini Services, CGI, Cisco Systems Inc., Cloudera, Dell, Deloitte, EY, Fujitsu, Google LLC, Hitachi, HPE, IBM Inc., Infor Inc., Infosys Ltd., KPMG International, Kyndryl Inc.,

Microsoft Corp., Oracle Corp., PricewaterhouseCoopers LLP, Qualtrics, Salesforce.com Inc., Samsung, SAP SE, SAS, ServiceNow Inc., and Workday