

# Middle East, Türkiye, and Africa AI, Data, Analytics, and Automation Trends and Strategies

IDC's *Middle East, Türkiye, and Africa AI, Data, Analytics, and Automation Trends and Strategies* service takes a closer look at the data, analytics, automation, and artificial intelligence technology segments in the Middle East, Türkiye, and Africa (META).

## MARKETS AND SUBJECTS ANALYZED

- Data management platforms and strategies
- Embedded AI and custom developed AI tools
- Advanced predictive analytics and machine learning
- The convergence of AI, ML, and automation
- Generative AI use cases adoption trends
- Competitive assessments and landscapes
- Country- and region-level market developments
- Buyer maturity and priorities, and data & analytics skills, culture, and governance
- Adoption drivers and inhibitors
- Use cases, industry trends, and preferred deployment models
- Vendor perceptions

## CORE RESEARCH

- Running a Digital Business in the AI Everywhere Era: An Enterprise Perspective
- IDC Market Glance: Middle East, Turkey, and Africa IDC Generative AI Technologies and Services
- Generative AI Use Cases and Adoption Trends in the Middle East
- Recent Developments in the Large Language Models in the Middle East, Türkiye, and Africa
- Generative AI Awareness, Readiness, and Commitment: Combined South Africa, United Arab Emirates, and Saudi Arabia View
- Data Life Cycle Strategies: End-User Perspectives in the UAE and Saudi Arabia

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: [Middle East, Türkiye, and Africa AI, Data, Analytics, and Automation Trends and Strategies](#).

## KEY QUESTIONS ANSWERED

1. How is the market opportunity for data, analytics, automation, and AI across the Middle East, Türkiye, and Africa evolving and developing?
2. How large are the markets associated with business analytics and AI, and how fast are they growing?
3. What are the preferred use cases and industry trends for data, analytics, automation, and AI?
4. Who are the key players in the data, analytics, automation, and AI technology markets in the META region?
5. How are buyers' expectations of technology vendors changing, and what are their priorities and challenges?

## COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the data, analytics, automation, and AI markets, including:

Oracle, SAP, Microsoft, AWS, Google, SAS, IBM, Microstrategy, Qlick, Salesforce, ServiceNow, C3.ai, Cloudera, Dataiku, Rapidminor, Dynatrace, Datarobot, UiPath, Automation Anywhere, Blue Prism, TIBCO, Snowflake,

Informatica, Alibaba, Teradata, Esri, Datadog, MongoDB, Datadog, and Workfusion