

# Asia/Pacific Experience-Orchestrated Applications and Technologies

IDC's *Asia/Pacific Experience-Orchestrated Applications and Technologies* provides thought leadership, insights, and guidance on the key challenges that technology providers and organizations are facing when it comes to the differentiating themselves amid rising digital adoption. Explore how digital businesses can orchestrate a meaningful value exchange between internal and external stakeholders by creating a collaborative environment for their business and technology teams to create a holistic approach to value and business growth. Get insights into the competitive dynamics and evolving opportunities across Asia/Pacific for primary and functional markets of ERP, ERM, SCM, CRM, HCM, financial, collaborative, content workflow, and management applications and how businesses can leverage these on their journey toward becoming an experience-orchestrated (X-O) business.

## MARKETS AND SUBJECTS ANALYZED

- Impact of new and emerging trends (e.g., generative AI) on next-generation enterprise applications and suites, including enterprise resource planning, enterprise resource management, digital commerce, human capital, financial accounting, and professional services automation
- SaaS, cloud-enabled, and on-premises applications and systems
- Opportunities and threats for technology buyers and vendors — driven by emerging sales, marketing, and commerce trends
- Modernization, rationalization, and transformation requirements for software applications and systems
- Taxonomy and use cases for X-O technologies
- Applying the X-O framework to demonstrate the revenue and profit impact of traditionally viewed cost centers such as security and back-office operations

## CORE RESEARCH

- Data-Driven, Intelligent, and Context-Aware Customer Experiences
- Enterprise Resource Management and Enterprise Resource Planning Applications Modernization
- Asia/Pacific Market Analysis Perspective on GenAI Augmented Enterprise Applications and Pricing Strategies
- How Marketers Can Leverage the Next Era of X-O Applications
- The Value of an Experience-Orchestrated Business
- Generative AI Use Case Taxonomy for Service and Marketing Functions
- Asia/Pacific Enterprise Resource Planning Applications Market Share
- Leveraging AI to Enhance X-O in ESG Measurement
- IDC FutureScape: Worldwide Future of Customer Experience Predictions — APEJ Implications
- IDC FutureScape: Worldwide Intelligent ERP Predictions

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: [Asia/Pacific Experience-Orchestrated Applications and Technologies](#).

## KEY QUESTIONS ANSWERED

1. What are the business and technology priorities that drive technology buyers' software buying behavior?
2. What challenges do Asia/Pacific organizations face and what do they require from technology vendors?
3. How can I maximize the value my business brings to its stakeholders using the X-O framework?
4. How is digitalization driving change to customer expectations, preferences, and buying behavior?
5. What is the value from transforming into an experience-orchestrated business? What is needed to get there?
6. How can vendors close the mindshare-market share gap?
7. Which technology priorities do they have, and what challenges are they facing? What investments are they looking at to close these gaps?
8. What are the new and emerging technologies that enable organizations to enhance the value for each stakeholder involved in the experience ecosystem?

## COMPANIES ANALYZED

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

Adobe Systems Inc., Affinidi, Alibaba, Beijing DeepZero Technology Co. Ltd., BigCommerce, Cisco Systems Inc., Freshworks Inc., HCL Software Pte. Ltd., Impact Intelligence, Infosys, Okta Inc., Oracle Corporation, Ping Identity, Salesforce Inc., Sensors Network Technology (Beijing) Co. Ltd., ServiceNow

Inc., STACS, Tata Consultancy Services Ltd., Tealium, Tencent Holdings Ltd., Terrascope, Treasure Data Inc., Twilio, Veeam, Verint Systems Inc., VTEX, Yonyou, Yoyi Digital, Zendesk Inc., and Zoho Corporation