

Europe, Middle East and Africa Emerging Technologies Strategies

IDC's *Europe, Middle East and Africa Emerging Technologies Strategies* service provides technology vendors with knowledge and awareness of the emerging technology landscape — GenAI, AR/VR, quantum computing, swarm computing, nanotech, biotech, 4D printing, humanized user interfaces, photonics, Web3, metaverse, and more — across organizations in EMEA, analyzing different levels of maturity and the interplay between different technologies, while continuously scanning the horizon. Topics covered include the rate of adoption of emerging technologies, the main drivers and inhibitors of these technologies, and how emerging technologies can be combined to achieve synergies, among many others.

MARKETS AND SUBJECTS ANALYZED

- The adoption levels of various emerging technologies
- Drivers of and barriers to adoption
- KPI improvements — main personas involved when considering emerging technologies (from adoption to usage)
- Main skills and IT infrastructure required to exploit emerging technologies
- EmTech-driven use cases across organizations
- Deep dives into select emerging technologies

CORE RESEARCH

- EMEA EmTech Radar and Investment Plans
- Emerging Technology Solutions Across EMEA Organizations
- EmTech-Enabled Use Cases in EMEA
- Key Priorities for Emerging Technologies Investments in EMEA

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 Emerging Technologies Strategies](#).

KEY QUESTIONS ANSWERED

1. What emerging technologies are being adopted most across EMEA organizations?
2. How can organizations drive value through emerging technologies?
3. What are the main EmTech-enabled use cases organizations are adopting?
4. How can emerging technologies be used in combination to generate synergies?
5. What is the tech backbone required to exploit emerging technologies?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the Emerging Technologies market, including:

Accenture, AMD, Atos, Capgemini, Dell, IBM, Microsoft, Red Hat, Telefonica, and T-Systems