

Europe, Middle East and Africa C-Suite Tech Agenda

IDC's *Europe, Middle East and Africa C-Suite Tech Agenda* program advises technology suppliers on the offerings, capabilities, and go-to-market approaches needed to reach executives and line-of-business buyers in Europe, the Middle East, and Africa (EMEA). Technology investments are no longer led by one function, but occur across the enterprise, with business functions allocating or influencing budget for digital and AI transformation initiatives. Mastering the C-suite conversation, focusing on business impact and use cases, and speaking the language of the business is becoming paramount for technology vendors. This program analyzes tech investments and buyer preferences across C-suites in the EMEA region; it also examines how C-suites are evolving as a result of key market trends and technology innovations (e.g., AI) that lead to the creation of entirely new roles (e.g., chief sustainability officer and chief AI officer). The EMEA tech buying market is materially different from other large markets (such as the U.S.). This program identifies those differences and helps suppliers understand and navigate C-suites in the EMEA region. Suppliers stand to benefit significantly from adapting their products and services to the needs of EMEA C-suites. This program leverages quantitative survey results and qualitative interviews with CEOs and CxOs across industries in the region to provide the insights needed to gain these advantages.

MARKETS AND SUBJECTS ANALYZED

- Technology investment priorities among EMEA C-suite personas
- Differentiators of the tech market in the EMEA region
- The evolution of C-suites in the EMEA region and implications for technology investments
- Moving from digital transformation to digital-first businesses in the EMEA region
- EMEA C-suites' perspective on AI and generative AI (adoption, challenges, use cases, and key decision-makers)
- Deep dive into C-suite personas in the EMEA region (e.g., CEOs, CIOs, and COOs)

CORE RESEARCH

- Technology Buying Priorities for EMEA C-Suites
- Survey Spotlight: Who Is Driving the European Generative AI Push Among EMEA C-Suites?
- The Future COO in Tech Companies
- EMEA CEO Perspective: Five Lessons to Shape an AI Digital Business Future
- The CIO and Technology Leading Roles in EMEA: Developing into Business Leaders
- 2024 EMEA C-Suite Perspective on Generative AI
- 2025 C-Suite Survey (EMEA cut)
- EMEA CEOs' Priorities in 2025

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 C-Suite Tech Agenda](#).

KEY QUESTIONS ANSWERED

1. In the EMEA region, how do technology investment priorities vary among C-suite personas and line-of-business buyers, and how do these priorities differ from those in other large markets (e.g., the United States)?
2. Which key characteristics do leaders need in the age of AI Everywhere?
3. How are technology architectures evolving to support the changing business requirements of C-suites in the EMEA region?
4. What are the core C-suite roles? How are they evolving, and what new roles are being added to C-suites in the EMEA region?
5. Who plays the role of digital orchestrator, and how does this differ by industry?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the EMEA C-suite tech market, including:

Accenture, Adobe, Amazon, Atos, Avanade, Avaya, BMC, BT, Capgemini, Cisco, Citrix, Cognizant, Dell, DXC Technologies, Fujitsu, Globant, Google, HCL, Hewlett Packard Enterprise, IBM, IDEO, Infosys, Intel, Microsoft, NetSuite, NTT, Oracle, Orange, Red Hat,

Sage, Salesforce, SAP, ServiceNow, Sopra Steria, Symantec, Telefonica, Teradata, Tieto, T-Systems, VMware, Vodafone, Workday, Wipro, Xerox