Middle East, Türkiye, and Africa Enterprise Applications and Strategies

IDC's *Middle East, Türkiye, and Africa Enterprise Applications and Strategies* service offers in-depth analysis and data-driven forecasts tailored to technology leaders, vendors, and enterprises operating and/or serving the META market. The research provides market intelligence, covering business opportunities, end-user preferences, adoption challenges and strategies relating to enterprise applications — including supply chain management (SCM), human capital management (HCM), and financial management (FM) applications — and generative AI's rising adoption and transformation of the enterprise applications landscape.

MARKETS AND SUBJECTS ANALYZED

- The expanding market for enterprise applications in META
- Growing demand for financial management solutions in META
- The importance of efficient supply chain management applications in META
- The benefits of human capital management software in META
- The strategic use of AI/GenAI for enterprise application vendors in META
- Insights into the projected growth of the enterprise application market in META

CORE RESEARCH

- META Enterprise Applications Market Analysis Perspective
- GenAI's Impact on the Enterprise Application Market in META
- META Enterprise Resource Management Application Trends
- META Vendor-Driven Enterprise Applications Transformation Trends and Strategies
- META Supply Chain Management Application Trends
- META Financial Application Adoption Trends
- Market Glance: META Enterprise Applications
- Human Capital Management Application-Driven Transformation of Employee Experience

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 Enterprise Applications and Strategies.

KEY QUESTIONS ANSWERED

1. What is driving enterprise applications spending in the META region?
2. What trends and opportunities should applications vendors serving customers in the META region be aware of?
3. What are the impacts of generative AI on enterprise applications?
4. How are enterprise applications driving innovation agendas in META?
5. How are competitive dynamics changing within the META enterprise applications market?
6. How is the enterprise applications partner ecosystem evolving as the adoption of cloud and generative AI accelerates?

COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of several providers in the META enterprise applications market, including:

Epicor, Azentio, Logo, Xero, Microsoft, Intuit, Sage, Zoho, IFS, Workday, Acumatica, Odoo, SAP, Infor, Oracle, and Jaggaer