

# IDC Manufacturing Insights: Worldwide Manufacturing Platforms and Technologies

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*IDC Manufacturing Insights: Worldwide Manufacturing Platforms and Technologies* research advisory service analyzes IT investments made across the manufacturing industry and manufacturers' progress with digital transformation. The service also researches topics that are changing the way manufacturers buy and use IT services, such as cloud, AI, security, and manufacturing-specific platforms.

This program provides research from industrial experts at a global and regional level focused on delivering market analysis and actionable data insights helping manufacturing organizations in decision-making for operational strategies, IT investments, and business workflow to gain competitive advantage and thrive.

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## APPROACH

The IDC Manufacturing Insights: Worldwide Manufacturing Platforms and Technologies service develops unique analysis and comprehensive data through IDC global survey data, IDC analysts' in-depth interviews with manufacturing IT executives, vendor briefings, and secondary research to deliver evidence-based insights that enable technology buyers to realize the value of technology innovation and enable tech suppliers to align their solution offering with buyers' needs and preferences. To ensure relevance, our analysts work with customers to identify and prioritize specific topics to be covered in research reports. Our analysts are also available to provide individualized advice for manufacturing executives to help make better-informed decisions.

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## TOPICS ADDRESSED

Throughout the year, IDC Manufacturing Insights: Worldwide Manufacturing Platforms and Technologies service will address the following topics. This advisory service covers a broad range of segments and topics across various manufacturing industry segments, including:

- **Digital transformation:** Identifying the investments and best practices supporting increasing maturity in the five dimensions of digital transformation
  - Industry health in our four manufacturing value chains (asset, brand, engineering, and technology) and what's driving IT investment
  - **GenAI/AI:** Strategy, implementation, governance, trends, and use cases
  - **Security:** Cybersecurity and operational resilience
  - **Industry-specific platforms:** Best practices and case studies related to business process and technology alignment
  - **Cloud and edge computing:** Maximizing cloud/edge computing work across various deployment and delivery options
  - **IoT and industrial automation:** Understanding how manufacturers are successfully integrating IoT, industrial robotics, and automation into their products, processes, and existing IT portfolio
  - IT investment benchmarks, including hardware, software, and services
  - Competitive analysis evaluating technologies and providers servicing the manufacturing industry
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## KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. What platforms and technologies are key to the future of manufacturing business and what is their impact on operating models? How should manufacturers incorporate emerging technologies into their investment plans?
  2. What are the IT investment and spending priorities within and across the industry? Drivers and challenges?
  3. How can manufacturing adapt to change, improve performance, and reduce costs by leveraging innovative platforms and technologies and approaches such as AI, cloud, IoT, drones, cloud, digital platform, and digital twins?
  4. What platforms and technology solution providers are delivering digital transformation products and services to manufacturing?
  5. How can platforms and technology be used to generate new revenue streams, increase efficiencies, reduce costs, gain competitive advantage, and ensure regulatory compliance?
  6. What is the viability of emerging technologies, and how can their potential benefits be reaped?
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## WHO SHOULD SUBSCRIBE

The IDC Manufacturing Insights: Worldwide Manufacturing Platforms and Technologies advisory service is ideally suited to support the needs of IT, operation, and business leaders in all manufacturing segments. Leaders will appreciate the unique insights into how technology is transforming the discrete and process industries across manufacturing value chains.

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