# European Enterprise Applications and Strategies

IDC's *European Enterprise Applications and Strategies* service covers the evolving needs of enterprises and the dynamics of the applications market, as driven by competition to meet those needs. The program covers the key application categories required by the modern enterprise, such as enterprise resource planning (ERP) and supply chain management (SCM). Our research answers important questions about how enterprises are modernizing their application suites in Europe. We consider the business cases for investment, decision-making, barriers to change, and the impacts of new applications on customers and the workforce. Our coverage of the enterprise applications market includes continuous tracking of key vendors and targeted research to understand the market response to key European trends and events, such as emerging generative AI use cases.

## MARKETS AND SUBJECTS ANALYZED

- Enterprise resource management (ERM) applications
- Supply chain management applications
- SaaS adoption and ERP modernization strategies
- Application investment business cases
- Customer attitudes to configuration and customization

- The connected enterprise: continuous workflow and process integration
- The role of generative AI in enterprise applications in Europe
- The future role of business networks in enabling efficiency, collaboration, and compliance
- SCM application innovation and modernization strategies

## CORE RESEARCH

- European ERM Applications Market Forecast
- European ERM Applications Vendor Shares
- European ERM Applications Competitive Analysis

- European SCM Applications Competitive Analysis
- European SCM Applications Market Forecast
- European SCM Applications Vendor Shares

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 Enterprise Applications and Strategies.

## KEY QUESTIONS ANSWERED

1. What is driving European enterprise investments in applications?
2. Which different enterprise application modernization journeys are customers taking?
3. Which trends should application vendors be aware of?
4. How can application vendors ensure they play a key role in enterprise workflows?
5. How can application vendors capitalize on enterprises' need to modernize their supply chain operations?

6. How are competitive dynamics changing within the European enterprise applications market?
7. What are customer expectations regarding generative AI integration with modern enterprise applications?
8. Which generative AI use cases should be prioritized for each business function?
9. What are enterprise application vendors' strategies in relation to generative AI?

## COMPANIES ANALYZED

This service reviews the strategies, market positionings, and future directions of enterprise application providers in Europe, including:

Access Group, Acumatica, ADP, Advanced, AEB, AFAS, Anaplan, Aptean, Asseco, Basware, BlueYonder, Cegid, Certinia, Comarch, Constellation Software, Coupa, DATEV, Deltek, E2Open, EG, Epicor, Exact, Generix Group, GEP, Haufe, IBM, IFS, Infor, Iptor, IRIS Software, iTradeNetwork, Jaggaer, Kinaxis, Microsoft, o9 Solutions, OneStream, Opentext, Oracle, Pagero, ProAlpha, QAD, Sage, Salesforce, SAP, SD Worx, ServiceNow, Siemens, Soldo, SupplyOn, Swisslog, Teamsystem, Thomson Reuters, TietoEVRY, Trimble, Unit4, Visma, Wolters Kluwer, Workday, Xero, Zellis, Zucchetti