IDC Europe's 10 Predictions to Create a Sustainable Digital Economy in 2021 and Beyond

The New Definition of Business Values

IDC's predictions are created to embrace both the catalyst and the enabler to create a sustainable digital economy that outstrips the rebound in GDP by a factor of three.

The Future Enterprise

The future enterprise is the merging of nine different building blocks that when tightened together will deliver what IDC defines as an ecosystem, platform enabled, and is ecosystem-centric.

IDC's predictions are intended to help businesses and technology leaders to understand how the future enterprise and new business models can provide clear next steps and actions to become a future enterprise.

Welcome to the world we envisaged for 2023 — now. Welcome to the digital era, in which technology is critical to respond, adapt, and capture new opportunities.

IDC Europe's 10 Predictions

PREDICTION #1: ACCELERATED DIGITAL DESTINY
In 2021, digital transformation will become a business imperative to stay ahead of the competition.

PREDICTION #2: RESPONSE TO THE ROAD TO RECOVERY
By 2023, 80% of European operations-intensive organizations will invest in IT-intensive operations.

PREDICTION #3: ENSURING COMPETITIVE ADVANTAGE IN THE NUE
In 2021, software-led European enterprises will adopt new approaches to drive customer loyalty and revenue growth.

PREDICTION #4: INCREASED INNOVATION TACTICS
In 2021, compressed innovation tactics will take off in Europe, adding more than $14 billion to support innovation.

PREDICTION #5: UPGRADE YOUR CUSTOMER EXPERIENCE
In 2021, more than 40% of the global enterprises will begin to implement experience (HX) technologies, companies will invest in human-centric, and digital engagement technologies at scale.

PREDICTION #6: ACCELERATION OF CLOUD AND EDGE INFRASTRUCTURE
By 2023, European hybrid edge infrastructure spending will almost double to nearly $14 billion to support zero-latency use cases.

PREDICTION #7: THE NEW DEFINITION OF BUSINESS VALUES
In 2021, 40% of European CEOs will introduce new strategies to cope with emerging ethical, diversity, responsible, and sustainable business practices.

PREDICTION #8: THE SUPER-APPLIANCE
By 2023, driven by volatile, uncertain, complex, and ambiguous (VUCA) business environments, 20% of enterprises will invest in adaptive business environments.

PREDICTION #9: DIGITAL WORKFORCE
In 2021, two-thirds of European enterprises will transform their HR functions to attract and retain top talent.

PREDICTION #10: THE NEW SCIENCE OF BUSINESS
In 2021, more than 40% of the global enterprises will invest in enhanced customer service and digital engagement technologies at scale.