

## White Paper

# Connected Ecosystems, Distributed Infrastructure for Digital-First Business

Sponsored by: Equinix

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## IDC OPINION

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A new set of requirements have emerged as businesses are infusing digital technologies into their business processes and operations. One of the reasons that the shift to digital first is challenging is that infrastructure needs to reside in new locations to support innovation in highly distributed environments. Building a truly scalable digital platform to support data, customers, and operations in new locations seems out of reach for many organizations as most cannot build their own. Organizations are also recognizing the benefits of leveraging an ecosystem of partners to improve resiliency and gain competitive advantage.

Among the most important requirements are the ability to access IT services everywhere, connect with cloud providers, and operate with a high degree of autonomy. An ecosystem approach has emerged as a viable route to transforming to digital first. Trusted ecosystems provide access to digital platforms that can scale with ease to all locations; support interconnected, cloudlike architectures; and operate with a high level of autonomy across all these locations. Leaders that are able to understand the changing needs of their business, embrace an ecosystem approach to building digital capabilities, and rely on trusted partners will be better prepared for the future.

## OVERVIEW AND CONTEXT: DIGITAL FIRST

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Organizations are investing in digital technologies to build a more resilient business, support innovation, engage and connect with customers in new ways, and improve the efficiency of operations. Increased focus on leading with a digital-first strategy has launched a new era of digital business and operations.

A range of factors is driving the need to become digital first. Market disruptions are increasing the need for business resilience. Continued supply chain shortages and skills gaps put pressure on CEOs to address, with digital technologies playing a significant role in tackling these challenges. Agility and scale are strategic imperatives. Customer expectations and interactions have been redesigned. Access to distributed resources, the ability to leverage multiple clouds and platforms, and participation in a connected ecosystem are foundational to this shift or transformation.

Digital-first organizations gain competitive advantage by developing a deeper understanding and reconsidering every aspect of how they interact with customers, employees, partners, and suppliers.

These organizations infuse digital technologies and practices into their processes and operations to drive greater efficiency and sustainability.

Organizations on the digital-first journey face technology and partner decisions prioritizing three factors: agility, security/sovereignty, and efficiency. Platform and infrastructure strategies need to account for the ability to quickly provision new workloads or high-speed connections to a cloud provider. When digital technologies are infused into new processes, the infrastructure to support these technologies often resides outside the four walls of the corporate datacenter. At the same time, data governance, compliance, and security are key decision criteria on where to store data. With risk avoidance a top priority, the ability to access the resources of a trusted partner is critical. Agility and security are key considerations, but equally important is the need to drive the more efficient use of resources, transparency into costs and operations, and the ability to drive greater sustainability.

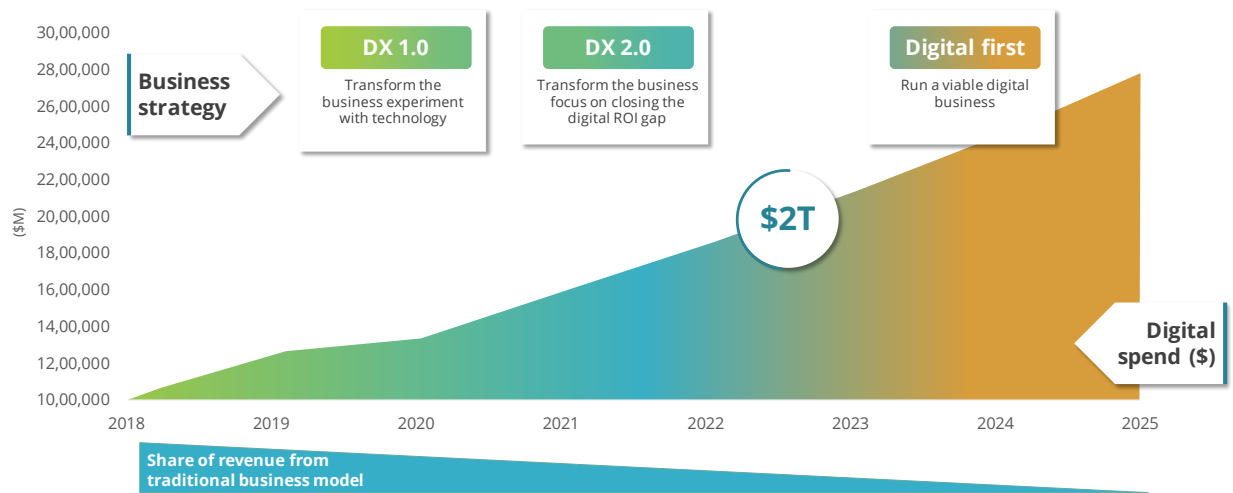
When we compare 2020 data with 2022 data, IDC research indicates that the market has reached a pivot point in the journey to digital. Worldwide spending on digital transformation was more than \$1.5 trillion in 2021, up from \$1.2 trillion in 2019. Several years ago, organizations were focusing on transforming their business with technology. They were experimenting and infusing digital technologies and data-driven insights into existing processes. This was a major step in rethinking business processes and driving innovation to meet the challenges of rapidly delivering value in a highly distributed market. Today, organizations have reached a level of maturity where measurable business value is created or enabled by digital. This maturity is characterized by how an organization engages with customers, suppliers, and partners. New products and services offerings are enabled by digital, and new experiences to engage with people are built on digital.

IDC's benchmark research to understand the digital maturity of organizations points to 28% of U.S. organizations in the most advanced stage of maturity today, up from 20% in 2019 (see *IDC MaturityScape Benchmark: Digital Maturity in the U.S., 2022*, IDC #EUR149303622, July 2022). Digital transformation focuses on experimenting with technology to improve the business. The next phase – the digital business era – focuses on running a digital-first business, with emphasis on innovation and value creation. In digital business, technologies and strategies are closely aligned, creating new business models and processes.

IDC forecasts that by 2025, \$2.8 trillion in revenue will be derived from digital business models, up from \$2.0 trillion in 2022 (see Figure 1). Already, 70% of G2000 CEOs have committed to generating at least 40% of their revenues from digital by 2025 (see *Worldwide Digital Transformation Trends, November 2021: The \$10.7 Trillion Opportunity*, IDC #US48384721, November 2021).

FIGURE 1

## The Digital Business Era, 2018-2025



Source: IDC's Worldwide Digital Transformation Spending Guide, 2021, V2

## Challenges on the Journey to Digital

IDC's research shows that about one in four digital projects is at risk. Failure is common, with 42% of organizations worldwide reporting that 11-25% of their digital projects were not completed, while 17% reported that 26-50% of their projects failed (source: IDC's *Future Enterprise Resiliency and Spending Survey, Wave 7*, August 2022). Although much focus is on the innovation and exploring what is possible with digital, the reality is that for many, execution on the digital strategy leaves much room for improvement. A broad range of reasons were cited for project failure. The top reasons included challenges in scaling, the project exposed privacy or security concerns, and/or the project required broader infrastructure upgrades.

How can the success rate be improved? Leadership commitments to create and execute on a digital-first state are the first step. Projects have a great chance for success when leadership brings together the pillars of a solid digital foundation – scale and agility, security, and ability – to embrace diverse and hybrid platforms.

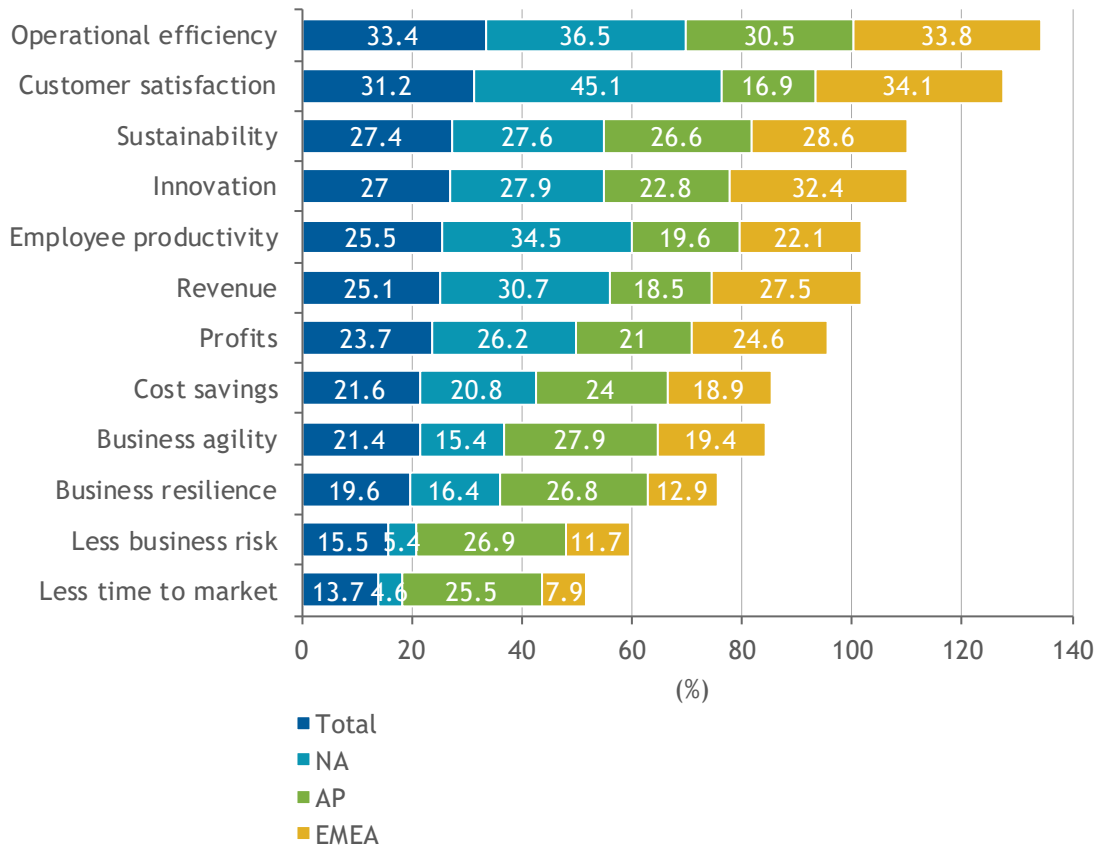
## What's Possible with Digital?

IDC's research shows that positive outcomes are achieved as a result of investment in digital transformation. One-third of organizations reported an improvement in operational efficiency, 31% reported an improvement in customer satisfaction, and 27% reported an improvement in their organization's sustainability (see Figure 2).

**FIGURE 2**

**How Investments in Digital Are Impacting Outcomes**

Q. *What annual percentage improvement in 2021 did your organization experience in each of the following as a result of investments in digital transformation (DX)?*



Source: IDC, 2023

Creating a digital business that operates at the speed and agility needed, can scale up or down as needed, and supports greater resiliency requires access to a modernized digital platform. This platform is oriented around creating new customer experience technologies that fully support customer- and ecosystem-facing business models; has an intelligent core based on data management, cognitive, artificial intelligence, and machine learning; employs agile application architectures on PaaS using microservices and containers; and utilizes cloud-based API strategies that orchestrate exchange of data across the ecosystem.

Equally important to building a digital platform is the importance of designing and constructing a platform that is secure, scales with ease, and can be deployed globally to meet the rapidly shifting digital opportunities across industries and geographies. With few exceptions, most enterprises looking to support their future business applications will need to deploy a hybrid digital infrastructure. The hybrid nature of that infrastructure will be realized in a number of ways, which include:

- Public or dedicated (private) cloud
- Physical or virtual deployments
- Owned (capex) or on demand (opex)
- By a single supplier, doing it yourself, or through multiple partners

All this heterogenous complexity will extend to all functional elements of the infrastructure: at the core through to the edge. So it's crucial to have the flexibility to do things differently, securely, and quickly, which requires a platform that provides all the options and associated services.

Successful digital platforms must fully support this hybrid environment and is the foundational basis for participating in the digital economy.

## **DIGITAL FIRST REQUIRES INTERCONNECTED, CLOUDLIKE ARCHITECTURES**

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Digital-first strategies accept and embrace highly distributed and diverse IT resources. The ability to extract insights from data requires the ability to manage and leverage data resources across public cloud and dedicated cloud (also called private cloud) platforms. The nature of innovation requires a platform that is flexible enough to tackle the challenges of data, everywhere. Some data can exist in public cloud. Other data, impacted by data sovereignty or regulations, needs to exist in dedicated or private resources. Each type of cloud is a necessary element of digital first. Choice and flexibility are key. As digital is infused into new processes, data control, security, and sovereignty become top priorities. Having access to agile and scalable resources – either dedicated cloud or public cloud – is essential. Along with this, secure interconnection becomes an even more essential element of digital infrastructure. Access to cloud and datacenter interconnection resources ranked as the top investment priority by organizations (source: IDC's *Future Enterprise Resiliency and Spending Survey, Wave 2, March 2022*), with 55% of organizations planning to allocate technology spending on these services.

Digital business is built on hybrid cloud architectures as organizations increasingly depend upon distributed IT resources. Examples of use cases that thrive in hybrid infrastructure include multicloud, edge, and cloud adjacent storage. Each of these is location sensitive and will perform best with low latency and in secure environments. Developing an agile, resilient, and distributed approach requires mastering connectivity and having enough network bandwidth.

## Essential Building Blocks for Digital Platforms

First and foremost, digital-first business and operations requires committed and effective leadership. The digital strategy requires an achievable operating plan and access to a digital platform that supports rapid deployment of resources needed for a resilient, trusted, and compliant digital organization. Central to accomplishing this is the ability to transmit and secure data among all locations. To deliver exceptional digital experiences regardless of location and participate and compete in the largest digital ecosystems, digital leaders need a highly interconnected digital platform with the following qualities:

- **Ability to deploy IT services anywhere and everywhere.** Digital business needs resources everywhere customers, partners, and data are located. This requires an infrastructure that supports a high degree of coordination across core, edge, and data exchange resources to ensure reliable and secure operations. High-speed interconnection to all cloud environments supports a diverse range of options.
- **Cloud adjacency.** With most organizations leveraging multiple cloud providers, the ability to support rapid cloud-to-cloud workflows and rapidly access necessary data from the cloud becomes a primary consideration. Deploying infrastructure next to cloud services helps increase agility and support innovative new use cases. Cloud adjacency also supports improved data security, privacy, and sovereignty initiatives.
- **Autonomous operations.** IT must be capable of operating at a high level of autonomy across remote edge and core locations, supporting management and orchestration among all platforms. This automated infrastructure is able to operate predictively and proactively, reducing data management silos as well as cost and complexity.
- **Embrace hybrid resources.** Digital resources that support the operation and management of hybrid and multicloud resources are table stakes for an increasingly heterogenous ecosystem. Portals and dashboards to manage hybrid cloud estates enable organizations to leverage dedicated and public cloud resources seamlessly.
- **Resource optimization.** IT must be able to maximize resource use while flexing to support capacity for new services and capabilities. Cost transparency is essential to providing predictable pricing and ability to plan and understand the value of infrastructure and services.
- **Sustainable operations.** The rising cost of energy and concerns about the impact of carbon emissions are driving many organizations to examine their own operations as well as their partners' operations to understand their total impact on the environment. Datacenter providers that design for sustainable operations and high efficiency will be preferred partners.

## Embracing Heterogenous and Hybrid Environments

The building blocks of a digital platform help create agile, scalable, "cloudlike" qualities, key to a successful digital-first strategy. As organizations seek to shift to cloud-native development and open solutions, they require platforms that support and accelerate (not hinder or delay) their development and innovation efforts. They require infrastructure-agnostic platforms and the ability to support multiple types of environments. The ability to manage heterogeneity to support multiple clouds and hybrid environments is a complex and difficult task. Building a digital platform means mastering connectivity, integration, management, and orchestration among all platforms. For the core datacenters, shifting to a digital platform often necessitates a reevaluation of the performance, costs, and requirements of traditional enterprise-owned datacenters. Choice in connectivity partners and the ability to leverage cloud-neutral resources are hallmarks of a mature platform. An effective digital strategy is based on the understanding that hybrid cloud, in all forms including private, public, and a combination of all, is

the basis for digital business. Core datacenter resources need to ease the shift to cloud-centric and hybrid IT architectures. In addition, digital leaders understand that their core resources may need to be updated and transformed to optimize resource use and support innovation.

To scale and extend digital reach, a digital strategy needs to consider edge infrastructure needs. Having resources in strategic locations with local interconnection between user services, data, clouds, and ecosystem partners is key. As populations and centers of commerce shift, so will the requirements for infrastructure. Ensuring improved user experiences and reaching new markets place new demands for compute closer to users.

Rapidly expanding data volumes and data compliance needs escalate the demands on digital infrastructure to support data exchange. The demand for local data analysis and exchange to support digital workflows makes the ability to tackle connectivity a core building block of a successful digital platform. Digital leaders can create competitive advantage through leveraging data and ecosystems in the locations where their business transactions take place.

Digital platforms are very different from traditional or legacy platforms in that they are able to flex and extend to new locations and make the most of many types of resources, from on-premises environments and private cloud to public cloud and any combination of these. A digital platform is one that supports infrastructure and connectivity everywhere – across core, edge, and data exchange resources. Because of the ubiquitous nature of this type of platform and the need to secure infrastructure and data, trusted partners are key in building and leveraging a digital platform. It would be impossible, or at least not cost effective, to build this type of platform for one company only. Digital leaders understand how trusted partners are central to their success.

## ECOSYSTEM FIRST FOR DIGITAL FIRST

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IDC customer surveys in mid-2022 suggest that 95% of enterprises now have a digital-first strategy. Of course, this finding does not mean that all of those organizations are far along in that strategy, but acceptance that digital technology can help them achieve their business goals has risen dramatically driven by the need for change. The pace of innovation is accelerating and means that organizations need to become more agile in their mindset and look to understand and leverage appropriate support from their ecosystem.

IDC research has also seen an uptick in the interest of organizations using their industry or partner ecosystem to address their innovation needs. Their openness to ecosystem innovation is driven by their need to keep up with the pace of change, as it has become apparent that no one can pursue digital-first strategies without the partner ecosystem that is required to deliver solutions. In today's challenging and increasingly fast-paced business environment, enterprises must take a holistic approach to deployment across the digital infrastructure ecosystem to succeed inclusive of these ecosystem elements – hence the need to be ecosystem first. That ecosystem should deliver timely access to innovative infrastructure resources – both shared and dedicated – that support adaptive, resilient, secure, and compliant digital business models. Solutions should be built on a cloud foundation, enabling greater use of flexible consumption and asset usage models.

These agile commercial/industry ecosystem solutions and partners have become increasingly important as organizations move to cloud-centric digital infrastructure and ask for bespoke solutions that deliver the outcomes the C-suite desires. Providers in this digital ecosystem will play a critical role in extending the deployment of infrastructure beyond traditional centralized enterprise and cloud

datacenters. Enterprises will be able to leverage cloud-centric resources in all locations, such as network-based multi-access edge computing (MEC) nodes, metro colocation facilities, and campuses. This strategy embraces distributed and interconnected resources, allowing organizations to deliver enhanced customer experiences, embed intelligence/automation into business operations, and support ongoing industry innovation.

These customer-tailored solutions are often complex and might involve multiple vendors and multiple partners each with different areas of expertise. Often, these custom solutions will require geographically dispersed digital infrastructure and support. No one entity can do it all for all customers, for all use cases, in all industries, and markets, no matter how big it is. This comprehensive approach would require too much of an organization's resources, taking away from more strategic projects, and is not as efficient as leveraging already built proven elements. It can also be very difficult to stay ahead of all technology changes that may be required in a complex solution.

## Leveraging Ecosystems for Bespoke Solution Creation

Every customer and every industry have experienced enforced change during the COVID-19 pandemic, and industries continue to evolve faster than ever before. Because of this shift, the needs of customers are changing. For both standardized and customized/bespoke solutions, it's important to work with the appropriate digital ecosystems to create the most agile digital infrastructure solutions that meet evolving needs.

Today, multi-participant solutions typically include one or several vendors, channel partners (GSI, SI, managed service provider [SP], ISV, and VAR), consultants, customers, and industry experts such as industry-based vendors or partners. The breadth of the ecosystem allows the lead organization (solution architect or orchestrator) to meet a wider range of customer needs in a broader range of markets. Each player typically offers deep domain expertise in a technology, market, industry, or functional area (HR, sales, marketing, operations, etc.). Each participant offers its own intellectual property (IP), often prebuilt and available for use in the aggregated solution. Key to the success of these solutions is the ability to connect to, or collaborate on, a broad range of industry data and with industry counterparties. Together an ecosystem can deliver bespoke solutions faster and open up new market opportunities to all participants.

### *Better Solutions*

Selecting ecosystem participants from best-in-class suppliers, developers, industry players, and channel partners with already proven IP, industry data access, and domain expertise can result in best-of-breed solutions that include the following attributes:

- **Fast delivery and speed to market.** A key advantage of working with an ecosystem of experts is that tailored solutions can be delivered faster with already proven world-class elements. Customer bespoke solutions are often designed from off-the-shelf prebuilt elements (modularized products/microservices/containers) that can easily be assembled with standardized APIs and other prebuilt integration codes.
- **Regulatory or data sovereignty expertise.** Many industries have regulatory or data sovereignty requirements or needs, and experience and knowledge of this is important.
- **Lower price/higher value per dollar invested.** These solutions can be delivered at a much lower cost than if the customer tried to build them internally. Reusable elements amortized over more customers also increase ecosystem participants' profitability.



In addition, ecosystem solutions are:

- **More secure.** Since security is built in at every level/element, multi-participant solutions tend to be more secure.
- **Easier to use/manage.** Owing to the focus of multi-partner solutions on automation, pre-integration, and as a service, they tend to be easier to use and manage.
- **Proven.** Component elements have been successfully used in multiple successful solutions.
- **Flexible.** Ecosystem-created solutions allow adaptation to changing business needs and environmental forces at agile software speed.
- **Provide scale and opportunity.** An ecosystem can deliver much greater impact at scale with less effort because the elements are already built and available off the shelf. Today's compatible development environments allow these prebuilt elements to be snapped together like Lego blocks, which enables hyper-specialization and endless combinations and permutations of potential aggregated solution capabilities.
- **Offer optionality.** It is a newer term that means the ability to leverage multiple options of platforms as part of a total solution. Again, depending on needs and regulations, one platform might not be able to meet all business requirements.

## Why Specialized Ecosystems and Location Matter

Leveraging a broad ecosystem of digital technologies and multidisciplinary domain experts that are located where the customer needs them can provide competitive advantage and multiply customer value delivery, allowing the vendor/partner to create world-class outcome-generating solutions that leverage best-in-class elements and providers. This approach can also help a customer get innovation to market faster. Each player in a solution typically contributes their own pieces of the puzzle.

To effectively take advantage of what ecosystems have to offer, companies need to deploy infrastructure in strategic locations, in close proximity to the ecosystems that matter most to their business.

## THE VALUE OF DIGITAL PLATFORMS

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### Digital Platforms to Support Innovation and Uncover Opportunities

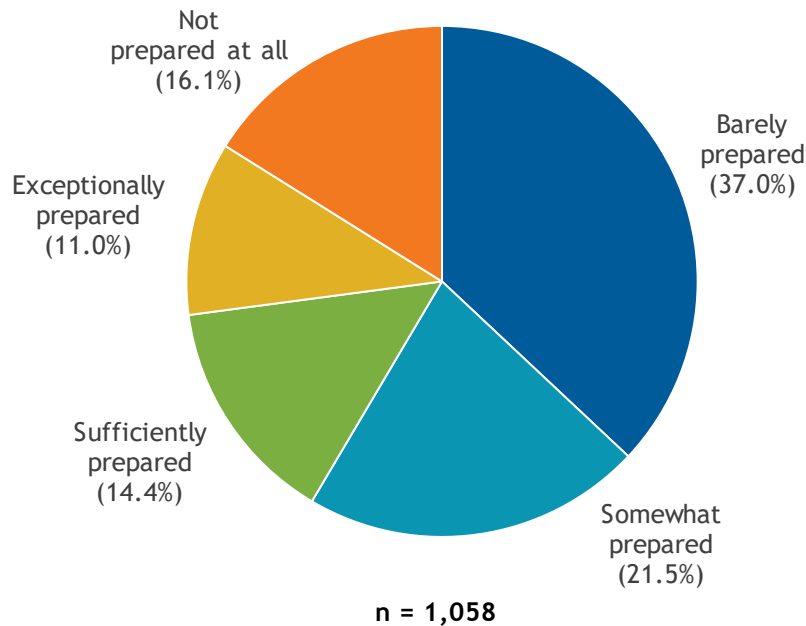
Having intelligent and autonomous core, edge, and data exchange resources builds business resilience and supports rapid delivery of new innovation. This innovation will create and shape new products, services, and experiences, creating customer value and competitive differentiation. For most organizations, this innovation will require securing access to ecosystems across important global locations.

Organizational leadership is highly focused on building more resilience. Leaders are dealing with challenging market conditions, including continued supply chain disruption, the escalation of cybersecurity threats and ransomware attacks, and the challenge of finding and retaining the right skills and employees. Figure 3 outlines resiliency objectives.

## FIGURE 3

### Current State of Resilience

Q. Overall, how resilient has your organization's digital infrastructure been in terms of being able to effectively maintain service levels, security, and costs when confronted with unexpected events over the last year? Consider events such as unexpected business growth, the pandemic, rapidly shifting to remote work models, geopolitical disruptions, natural catastrophes, and/or cybersecurity threats.



Source: IDC's *Future of Digital Infrastructure Survey*, June 2022

### Key Considerations in Choosing a Partner

Given the critical nature of transformation for a resilient and competitive business, it's important to choose the partners that can accelerate and enhance an organization's digital infrastructure strategy. Datacenter, technology, and connectivity providers are key in creating and delivering an effective digital-first strategy. Essential qualities include:

- **Software-defined access to ecosystem players in strategic locations.** Autonomous operations are essential to operate across core and edge locations and support management and orchestration among all platforms. The ability to seamlessly access and connect to a wide ecosystem of partners will increase the chances of reaching higher levels of digital maturity and realize better business outcomes.
- **Connectivity to and infrastructure in all the locations a business has customers, data, or operations.** Widespread deployment that supports seamless coordination across core, edge, and data exchange resources will increase reliability and security.
- **Commitment to sustainability and operational efficiency.** Look for providers that prioritize the efficient use of resources and are able to show progress on the sustainability journey.

- **Unwavering performance for high reliability and uptime.** The more the business depends on digital resources, the more critical it is to work with partners that have invested in technology, resources, and processes that build very resilient operations.

Setting the course for long-term success amid change requires access to partners and an ecosystem to support your organization's digital strategy. Partners with the qualities outlined previously will enable your organization to deliver innovative services, reach new markets, and respond to new business opportunities quickly.

## ABOUT EQUINIX

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Equinix helps digital leaders bring together and interconnect their foundational infrastructure. Equinix operates 240+ global datacenters across 71 markets in 32 countries that contain interconnections to all the key clouds and networks.

Today's businesses are faced with complex, fragmented global infrastructure that spans private and public environments. These businesses need a simple way to bring together digital infrastructure that encompasses a choice of multiple providers, distributed geographies, and hybrid multicloud architectures. Equinix helps companies not only remain relevant but create new customer experiences with infrastructure and connectivity in all the locations with all the right partners to accelerate their digital advantage. Central to this mission is the ability for customers to place critical infrastructure wherever they need it, create instant physical and virtual connections to a dynamic global ecosystem of 10,000+ companies, and seize opportunity with agility, speed, and confidence. This approach enables best-of-breed hybrid multicloud architectures by locating next to leading public clouds and networks and further allows instant physical or virtual connections on a reliable, secure, and sustainable platform.

Equinix has a strong portfolio of physical and virtual infrastructure products. Its platform continues to grow to encompass datacenter, interconnection, and edge services. As key offerings on the platform, Equinix Fabric provides software-defined interconnection to thousands of clouds, networks, partners, and customers; Network Edge enables companies to quickly spin up virtual networking services on demand; and Equinix Metal provides automated, interconnected infrastructure, giving customers the ability to deploy a physical infrastructure presence at software speed across Equinix's global footprint. Equinix also made the industry's first commitment to reach 100% clean and renewable energy coverage and has achieved 95% of that goal globally.

With Equinix, digital leaders scale with agility, speed the launch of digital services, seamlessly connect to customers and partners, and deliver world-class experiences.

## CHALLENGES AND OPPORTUNITIES

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Equinix has evolved from leadership in datacenters and interconnection to become a global digital infrastructure company. This transformation has put Equinix at the center of the digital platform ecosystem and opens up vast opportunities for its customers to take advantage of the connections within and among Equinix-owned and -operated sites around the world. Equinix's transformation has expanded the company's value as a digital transformation partner, and the company is investing in the core infrastructure and platforms upon which its customers will accelerate their own digital transformation journey. By partnering with Equinix, organizations remove the need to invest in building

their own foundation for digital transformation and can instead focus on driving innovation within their own industry.

Equinix is in a critical role to enable customers to shift to consuming infrastructure in a cloudlike fashion, whether they are leveraging their own resources or those owned and managed by another provider. Customers understand that not all workloads are suitable for the cloud. The challenge for Equinix is helping these customers navigate internal silos of decision making and be a trusted partner in creating agile, resilient, and cloudlike resources. Customers expect these services to be delivered at software speed; Equinix has the ability to help customers navigate an increasingly heterogeneous environment and deliver the resources customers need very quickly. Equinix's ability to help customers understand the requirements and educate and align their internal developers, IT, and operations staff on a common vision and goal will speed the rate of transformation and improve outcomes.

## CONCLUSION

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Building a digital-first business requires access to digital platforms that can scale with ease to all locations; support interconnected, cloudlike architectures; and operate with a high level of autonomy across all these locations. Ecosystems are emerging to bring together all the necessary elements to support digital innovations. Choice and flexibility are requirements as organizations navigate the data security and sovereignty needs in all regions. Support for dedicated cloud resources and connection to public cloud resources are digital-first imperatives. The highly distributed nature of data, customers, and operations makes building a truly scalable digital platform seem out of reach for most organizations trying to build it on their own. The most mature organizations understand the benefits of leveraging an ecosystem of partners to improve resiliency and gain competitive advantage. Understanding these needs, prioritizing the shift to digital partners, and choosing the right partners become a leadership requisite for success.

## MESSAGE FROM THE SPONSOR

### **Accelerating innovation with a digital-first, ecosystem-driven approach**

We are seeing that companies that take a digital-first approach are better positioned to compete and scale in today's economy. A digital-first strategy empowers you to win or defend markets, respond to competitive threats and adapt with agility. Combining a strong digital-first strategy with participation in a thriving partner ecosystem sets companies up to accelerate their advantage. Equinix enables organizations to deploy a distributed architecture in close proximity to the right clouds via cloud on-ramps and connects them to a rich interconnection ecosystem for customers, partners and employees in all the markets where they do business.

Find out more: [Hybrid infrastructure for digital leaders | Equinix Solutions](#)

## About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,100 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For 50 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

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