

Delivering Digital Success: Enabling Modern Apps Anywhere



Jennifer Thomson
Associate Vice President,
Cloud Innovation and Services Research, Europe



Archana Venkatraman
Senior Research Director,
Cloud Data Management, Europe

Executive summary

Digital leaders have app development lead times that are 71% faster than average. With digital revenues set to double in the next five years, urgency has increased for organizations to optimize modern app delivery processes and capabilities to compete.

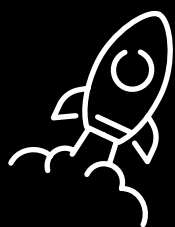
How are digital leaders building competitive edge? They are taking an app-centric approach, resulting in investments in cloud-native applications, and are building technology blocks for success.

IDC research shows that a significant proportion of applications are cloud-native for 56% of digital leaders. But it is not just the number of applications that differentiates them. It is how they align modern app considerations with C-suite needs — resilience, innovation, skills, sustainability, and economics.

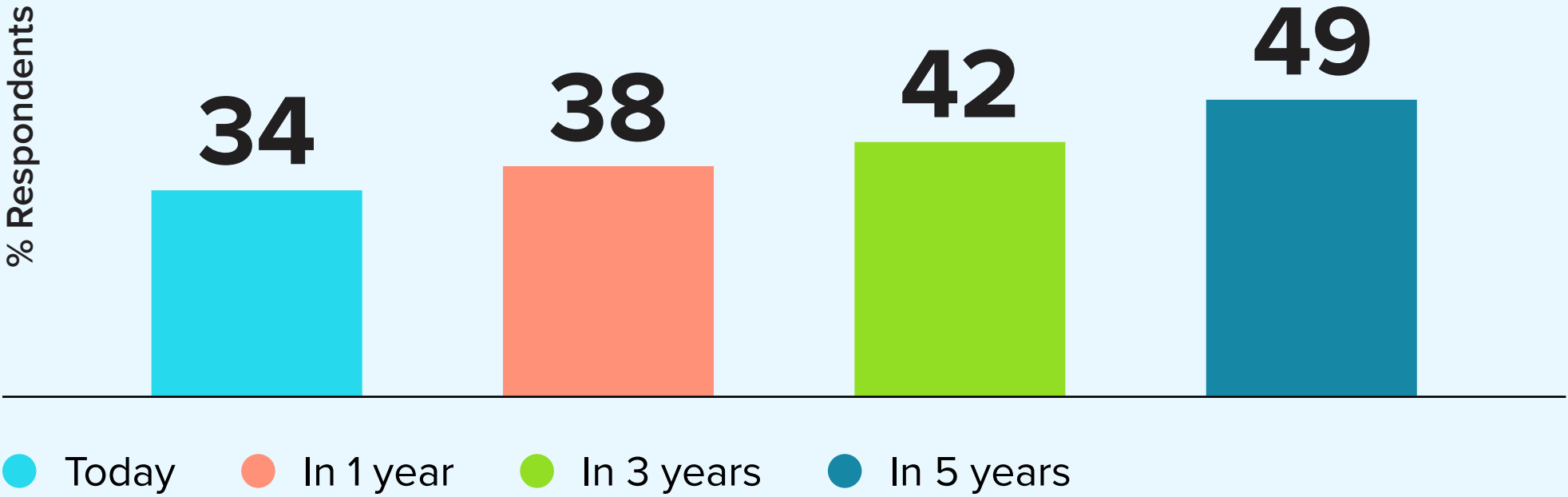
Learn from digital leaders' best route to digital-application success; ensure you can enable modern applications with the right strategy; and prioritize investments, an app-centric mindset, and a business-value focus.

The C-suite expects a significant acceleration in revenues from digital products.

Spending on digital technology will expand seven times faster **than the global economy** in 2024 as market demands compel companies to strengthen their digital capabilities.



Digital Revenue Expectations



Q. What is/will be the percentage of your organization’s revenue that comes from digital products?



Globally, CEOs anticipate at least **49%** of their revenues to come from digital products and services in five years.

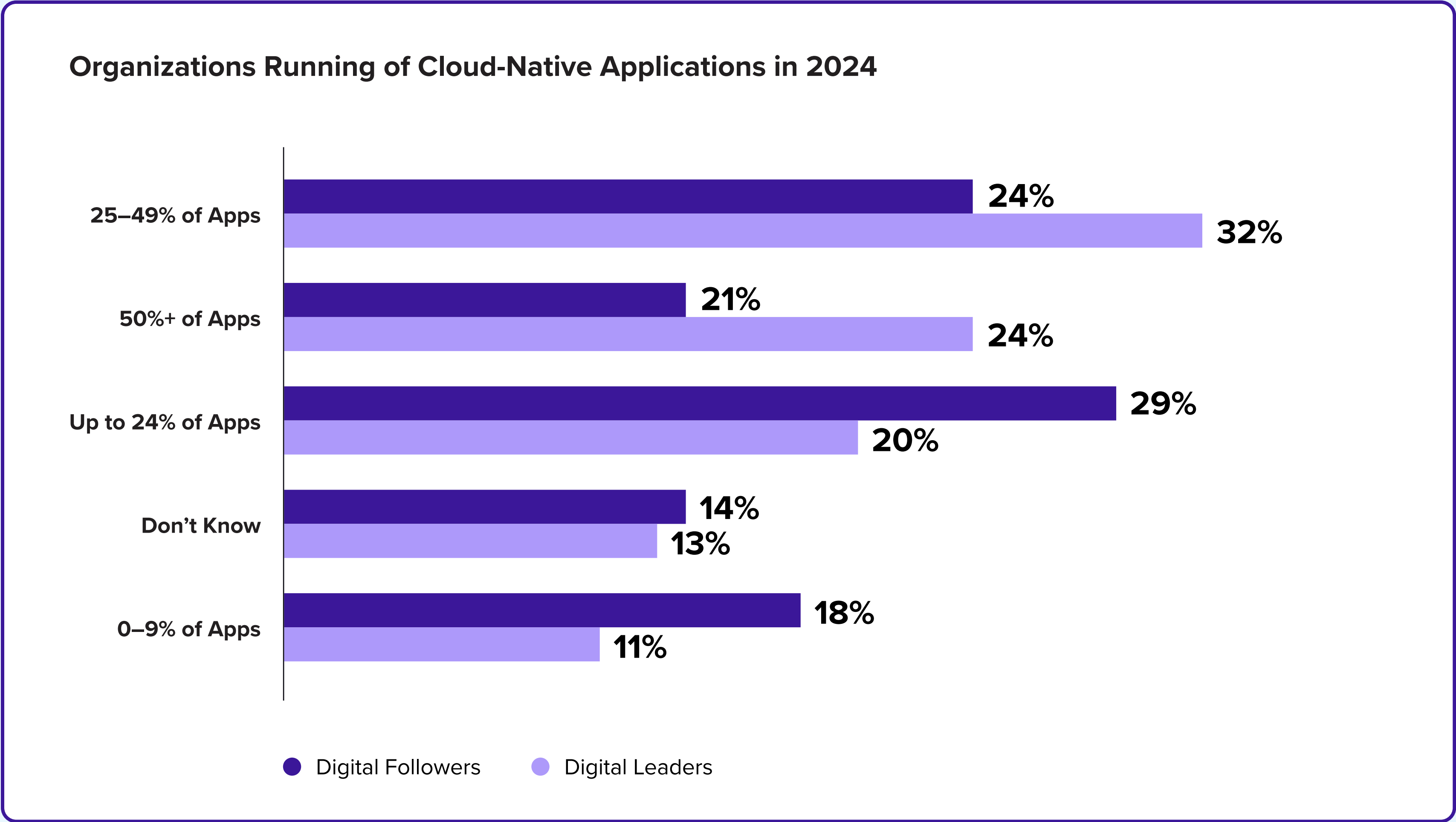
Modern digital applications are at the core of this expectation.

By 2025, a quarter of the world’s 500 largest organizations will have become software producers to digitally transform and maintain their positions in the market.

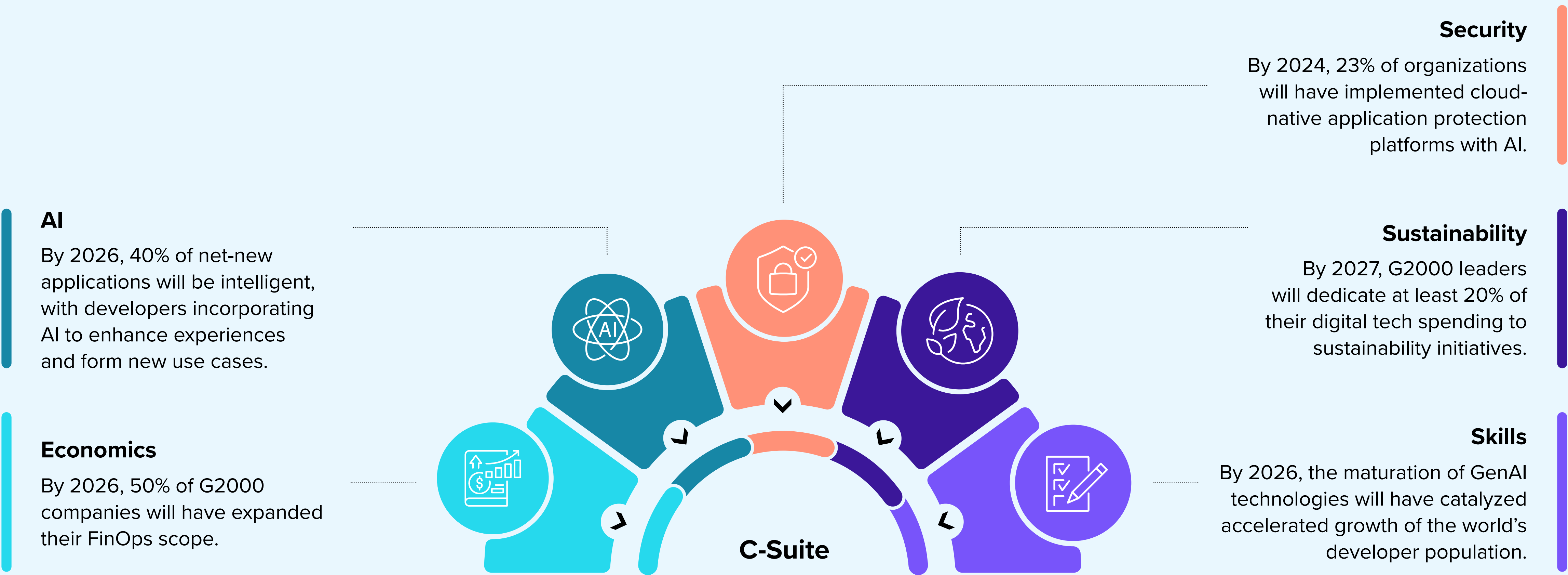
Modern applications are at the core of digital business capabilities.

Cloud-native is becoming mainstream, with most organizations expecting a **significant proportion of their total applications to be cloud-native** in 2024 and beyond.

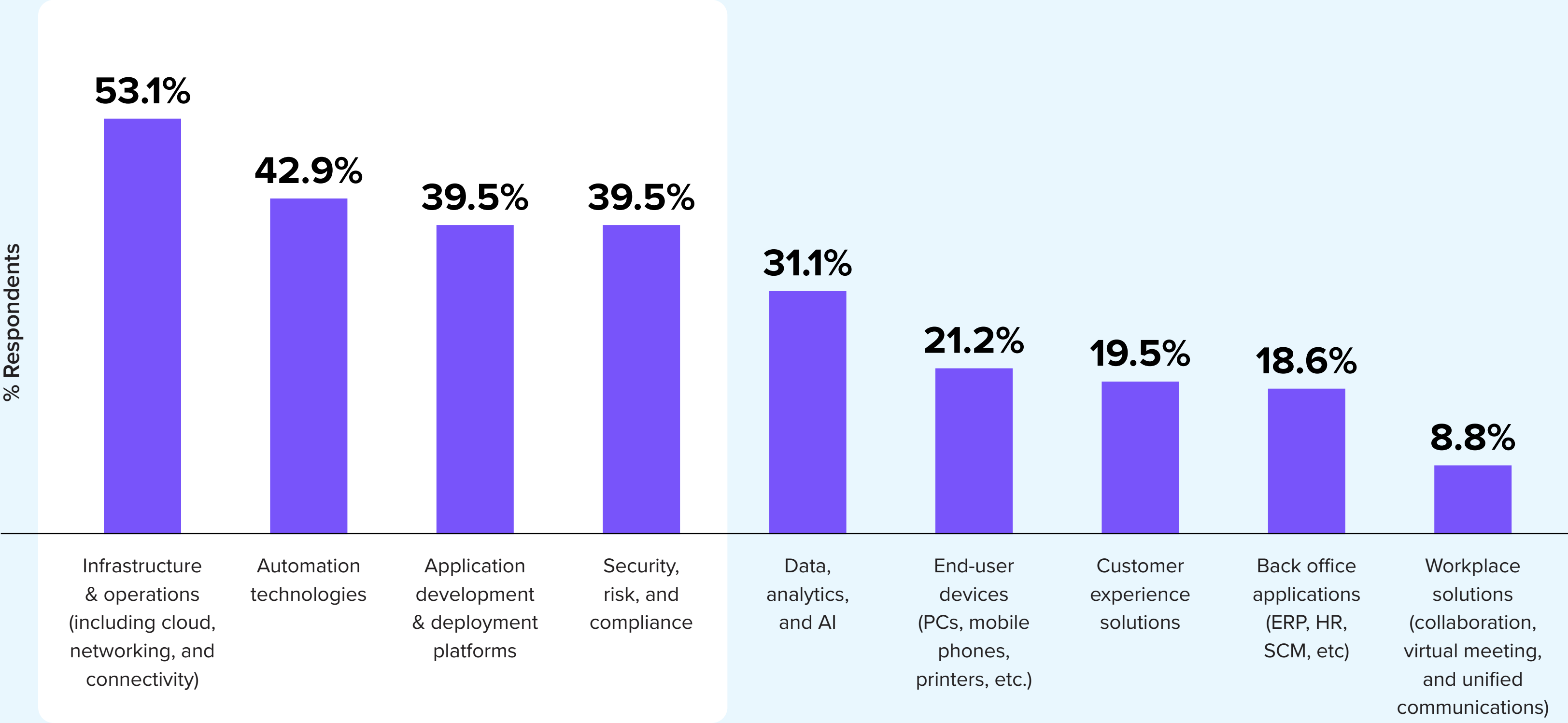
Digitally forward organizations are racing ahead; **56% of leaders expect more than one-quarter of their total applications to be cloud-native**, compared with just **38% of followers**.



Five top-of-mind themes for C-suites when developing strategies for modern apps







Supporting modern apps aligns with technology investment priorities.



Q. Which of the following technologies will your organization be prioritizing in terms of spending over the next 12 months?

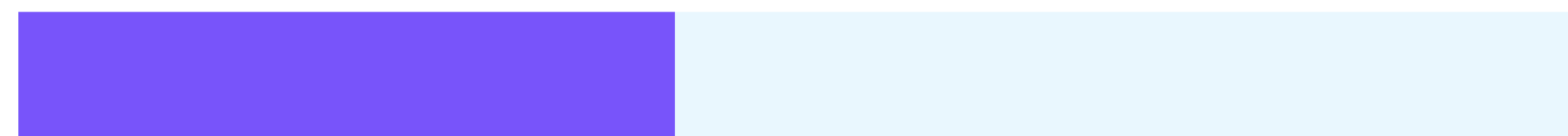
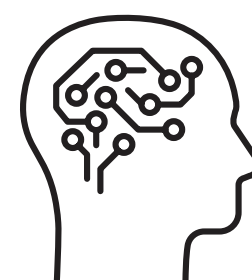
It is no surprise that the top 4 areas of technology investments are:

- 1.** Infrastructure and operations — as an underpinning foundation to support modern applications 
- 2.** Automation technologies — to further augment digital applications 
- 3.** Application platforms — for better developer productivity and experience 
- 4.** Security, risk, and compliance — to balance innovation and the resilience of apps for a long-term digital business model 

Then they align digital-building-block investments with stakeholders' top priorities for success.

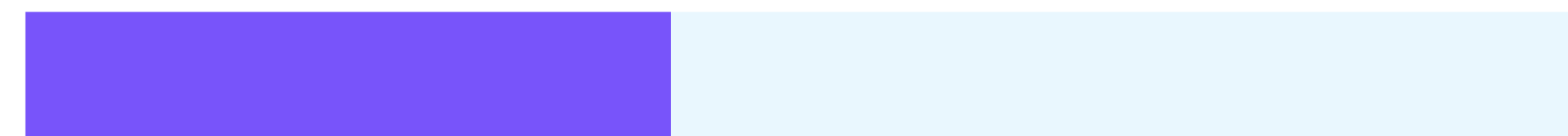
The Top Dev Priority — to Improve Productivity

42% of developers plan to prioritize **AI-assisted** development, delivery, or coding bots to **improve efficiency**.



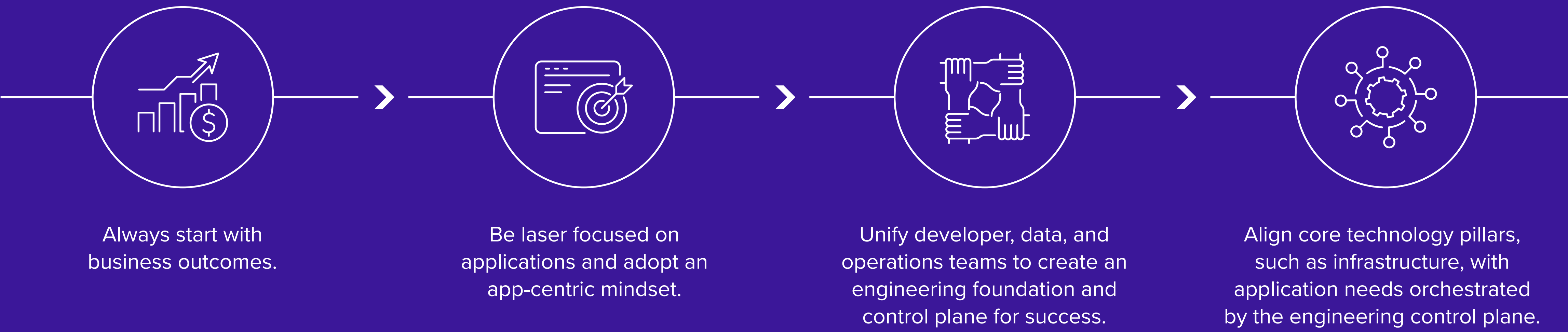
Top Data Technology Investments

41% of organizations will prioritize investments in **cloud data mobility** for “**app anywhere**” success.



Digital outcomes are defined by application performance, security, and experience. With such high stakes, all components under the application layer — including infrastructure, cloud operations, app development, and data services — must work in harmony. Leaders’ investment priorities indicate they are orchestrating all the building blocks for modern app success.

Best route to success: adopting an app-centric engineering mindset



With GenAI as a catalyst, by 2027, 40% of enterprises will rely on interwoven IT architectures across cloud, core, and edge to support dynamic location-agnostic workflow priorities.

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IDC UK

5th Floor, Ealing Cross, 85 Uxbridge Road, London, W5 5TH, United Kingdom
T 44.208.987.7100



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