

# Shaping the Digital Transformation Narrative: How Economic Impact Intelligence Positioned a Software Firm as a Thought Leader

## SITUATION

A global software firm needed a research-driven foundation for its flagship marketing campaign, designed to run for a full year. With AI and digital transformation reshaping industries, the company aimed to establish itself as a thought leader to drive technology adoption for national and enterprise-level impact.

By partnering with government and businesses, it sought to support national technology goals and deliver meaningful benefits to enterprises and citizens alike.

## SOLUTION

IDC leveraged its deep market intelligence to deliver actionable insights and strategic guidance, helping the client seize new opportunities created by the tech shift. The research not only identified key areas for growth but also analyzed missed opportunities, providing businesses with a roadmap to refine their approach to technology adoption.

Beyond business impact, the study explored macroeconomic and societal benefits, showcasing how technology drives progress at a national and industry level. This comprehensive, research-backed perspective ensured the findings resonated with diverse stakeholders, attracted media attention, and reinforced the client's position as a thought leader in digital transformation.

## OUTCOME

The research coverage and outcomes included:

- 17 markets covered
- Almost 2,000 news stories published as of end-2023
- Over 76M social impressions tracked
- 35,000+ additional website page views

## ABOUT IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

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