

Converting AI Market Opportunities to Actual AI Sales Pipeline

Focus on Targeting the Right Accounts With Access to Services Contracts Database



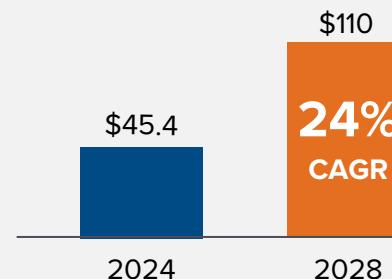
Asia Pacific Japan AI Spending to reach \$110 Billion by 2028

The Asia/Pacific region shows the most positive expectations for increased IT spending, driven by digital business acceleration and the need for efficiency through AI and automation. Over the past 18 months, organizations of all sizes and industries have engaged in extensive hyper-experimentation with AI.

Worldwide spending on artificial intelligence (AI), including AI-enabled applications*, infrastructure, and related IT and business services, will more than double by 2028 when it is expected to reach \$632 billion. In Asia Pacific, AI investments are projected to reach \$110 billion by 2028, growing at a compound annual growth rate (CAGR) of 24.0% from 2023 to 2028. This surge will highlight the region's ramp-up in AI adoption, as it moves out of the GenAI experimentation phase, and into production, to drive innovation and business transformation.

As we look ahead, AI spending is expected to continue its robust growth, driven by new applications and innovations.

APJ AI Spending Forecast (in Billions of \$USD)



Source: IDC Worldwide AI and Generative AI Spending Guide - Forecast 2024 | Aug (V2 2024)

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Convert AI Market Opportunities with Data Informed Sales Planning

Converting these AI Market Opportunities into revenue requires [effective sales planning](#) with the right data. Begin by understanding your market - analyzing tech buyer budgets to identify high-potential leads and profiling buyers to tailor your approaches.

As a tech provider, questions imperative for your strategic planning and business success to stay ahead in a competitive market include (but are not limited to):

- How much are these buyers spending on a particular technology?
- What is the profile of these buyers? Who are their current suppliers?
- Where do I stand versus the competition? How can I play to win?
- What buyer contracts are up for renewal or bidding? How can I get this information?

Win Deals by Targeting the Right Accounts that Best Fit You

IDC's Services Contracts Database enables sales, marketing, business development, and channel leaders to find key deals to target to expand market share. This Intelligence Tool helps to identify best-fit deals by customer, partner, or competitive vendors, generating a pipeline with agility and precision.

IDC's Services Contracts Database is the industry's standard data source for contracts and deals in the IT and business services markets, providing partner tracking, sales enablement, and competitive intelligence.

Real-time, live data from IDC features thousands of companies in over 175 countries across hundreds of categories and industries. Find specific deals and reduce sales time with our analysis tool – gaining market insights on trends, values, rates, elements, and competitor mix at the click of a button.

Services Contracts Database



Build Sales Pipeline by Identifying Big Deals and Key AI Contracts

“Several mega deals, with total contract value (TCV) more than \$500 million, have already been signed in Q1 2024 (Jan-Mar).

The average size of AI-related deals more than doubled in 2023 compared to 2022*. Although AI offerings are mainly bundled with managed services, IDC is seeing higher levels of AI implementations across major sectors, particularly manufacturing and financial services.

Major services providers have vigorously worked on upskilling their workforce to meet the upcoming demand for Generative AI applications as organizations will want further integration with their existing applications and processes.

Several mega deals, with total contract value (TCV) more than \$500 million, have already been signed in Q1 2024 (Jan-Mar). About 15% of the TCV is from deals involving AI technology. And roughly 3,000 managed services deals worth more than an estimated US\$150 billion are expected to be up for renewal in 2024, providing ample opportunity for service providers.

*Source: IDC Press Release, IDC Expects an Increase in Managed Services Deals in 2024 Following a Steady Increase in Enterprise Technology Spending, April 2024, #prUS52061224

How does the IDC Services Contracts Database Help in Navigating AI Opportunities?

3,600+
AI-related contracts in the database

120k+
Verified IT Services Contracts

10k+
Tech Buyer Organizations

600+
Tech Vendors

100+
Contract Fields

IDC's Services Contracts Database is equipped with verified IT services contracts across thousands of companies. Focusing on providing an intelligent tool to tech and service providers, the database now gives access to over 3,600 AI-related contracts that will help:

- **Locate Centers of Opportunity:** Identify contracts that are up for renewal in value, length, expiry dates, and contract descriptions.
- **Align Sales Assets to Specific Targets:** Pinpoint sales assets and evaluate trends, rates, terms, & conditions to beat competition.
- **Help Sales/Marketing/Business Development roles:** Target opportunities, Account development (upsell/cross-sell), Benchmark to assist in the proposal, generation and negotiations, and Support account-based marketing/TAM.



Ease of Access to Services Contracts Database Dashboard

Subscribe to *Complete Dataset Subscriptions* unlocking access to the entire dataset or *Geographically Configured Dataset* with coverage for the geos that matter now and scale as your needs expand.

- Intuitive Web Platform showcasing competitor deal information and market share data perspective.
- Interactive Summary chart to trigger alerts for Upcoming renewals, ASP, T&C perspective, opportunity mapping, TAM refinement.
- Easy to navigate interface to find key trends, opportunity analysis, share vs ASP/deal construct insights.
- Enhanced Search Bot that can handle multiple queries and has evolved search capabilities,
- Access to program analysis and data, providing a greater perspective on market dynamics.

[Know more about Services Contracts Database >](#)



Get the Full AI Picture and Write Your Own AI Stories with These other Great AI Datasets from IDC

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IDC Black Book

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IDC Wallet

Analyze Budgets and Suppliers for Top Buyers

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IDC Services Contracts Database

Find Target Deals and Account Time Activity

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Learn all the ways IDC data can help your AI and GenerativeAI market intelligence needs

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