



In 2007, IDC identified the 3rd Platform – built on the technology pillars of Mobile Computing, Cloud Services, Big Data, and Social Networking – as the foundation for the IT industry's future innovation and growth.

Since then, the rapid adoption of 3rd Platform technologies has moved into the "Innovation Stage" – an explosion of innovation and transformation on top of the 3rd Platform's foundation. IDC predicts that this phase will accelerate over the next three to five years as enterprises commit to Digital Transformation (DX) on a massive scale, leading to the emergence of the "DX Economy."

IDC predicts that the scale-up of digital business strategies will drive more than half of enterprise IT spending within the next 24 months, rising to 60% by 2020.

And, as the DX Economy compresses pricing in many sectors, IDC predicts that by 2020, 60% of B2B and 80% of B2C enterprises will overhaul their "digital front doors" - and the customer engagement systems behind them - to support 1,000 to 10,000 times more customers and customer touchpoints than they do today.

Get in touch with IDC today, to learn more about the 3rd Platform, Digital Transformation, and our 2020 Predictions for the IT, Telecommunications, and Consumer Technology markets.