

Salesforce AI-Powered Cloud Solutions Will Generate \$948 Billion in New Revenues for Customers by 2028



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Executive Summary

IDC has quantified the impact of the Salesforce ecosystem as an economy for 10 years and, more broadly, cloud computing's economic impact for over a decade. But change is underway. Artificial intelligence (AI) is beginning to shift how cloud applications are used and the value they provide. AI is changing how applications and data work together to provide insights that drive increased efficiency, effectiveness, and new products and experiences.

Predictive, analytic, and generative AI (GenAI) promise unprecedented productivity improvements and business transformation opportunities, but calculating the value of AI investments requires building the business case by simulating potential cost and value realization. To realize the full impact and value of traditional AI and GenAI, organizations need to leverage enterprise data in unique ways to grow and transform current business processes and experiences.

At IDC, we undertook a new version of the study we previously conducted for Salesforce, looking at the factors specific to the growth and impact of Al. We specifically looked at the impact that Salesforce Al-powered applications are having on generating revenue for customers, partners, and others beyond the Salesforce ecosystem. Additionally, there was a positive impact on jobs.



Al impact:

To what extent do you agree with the following about implementing Al in your organization?

79% will change our organization culture

78% will change operations entirely

57% will disrupt company culture and organization



Specifically, we found that:

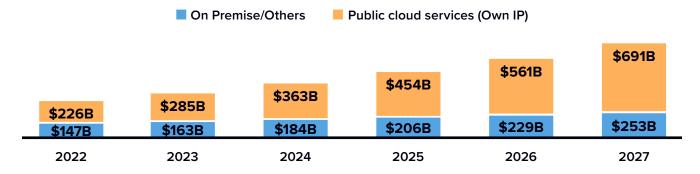
- IDC expects that AI applications delivered through cloud will grow from \$12.5 billion in 2022 to \$42.6 billion in 2027 with a five-year compound annual growth rate (CAGR) of 28%. Tangential to this growth, the market for GenAI applications is expected to become a larger part of the AI-centric applications market, and while GenAI applications accounted for only 4.8% of the market in 2022, their share of the market will increase to 28.1% by 2027 (see Worldwide GenAI Implementation Market Outlook, 2023—2027).
- IDC expects companies worldwide to have invested \$16 billion in GenAl solutions in 2023. GenAl spending is expected to exceed \$140 billion at a CAGR of 70%+ for 2023–2027. This is approximately three times greater than overall Al IT spending and almost 13 times greater than the CAGR for worldwide IT spending over the same period in 2027 (see Worldwide GenAl Implementation Market Outlook, 2023–2027).
- Specific to Salesforce, IDC found that Salesforce Al-powered cloud solutions will generate \$948 billion in new revenues for customers by 2028, which is in line with the overall growth in Al and Al-powered applications.
- IDC conducted a survey (see the Methodology section) concerning the adoption of cloud-based Al products. Respondents said that the top three areas to leverage Al are in IT (62%), customer service and support (51%), and finance and administration (48%).
- For companies using Salesforce applications, 62% indicated that there
 was either heavy or moderate use of AI-powered Salesforce CRM
 solutions, and 70% of all respondents said there was either heavy or
 moderate use of Enterprise AI Software Platforms.
- IDC has estimated that the adoption of Al-powered cloud solutions will result in an additional 4.7 million direct jobs being created between 2022 and 2028 within the expanded Salesforce ecosystem.
- According to IDC's Future of Enterprise Resiliency Survey (FERS) July 2023 Wave 5, the top barriers to organizations using GenAl are data security, data privacy, and the lack of high-quality data.

Cloud Computing Is the Foundation for Al

Cloud computing has been the foundation for digital transformation, enabling companies to move key applications from on premises to a solution that is more effectively managed, more easily updated, and that limits the wasting of resources.

Cloud computing has had a solid growth curve compared to the lower or stagnant growth in on-premises software: whereas on premises applications spending is growing at 3.65%, spending on cloud-based applications is growing at 20.12% (see **Figure 1**).

FIGURE 1
Most Software Today Is on the Cloud, and Businesses are Benefiting from It



Source: IDC Semiannual Software Tracker-Forecast 2022 | H2 in Constant Currency

For an accessible version of the data in this figure, see $\underline{\text{Figure 1 Supplemental Data}}$ in the Appendix.



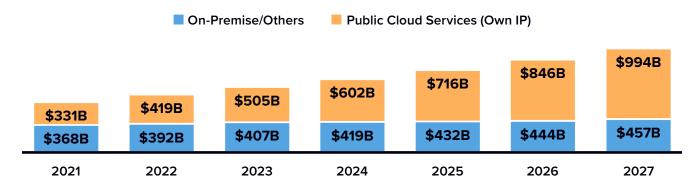
Why the focus on cloud computing? Because cloud applications are critical to digital transformation and, going forward, the application of Al. Cloud computing has enabled the digital transformation of business by allowing companies to implement software applications, shift business processes, launch new products, and understand the customer more efficiently and effectively.

Not so long ago, companies would take a couple of years to implement a new application and then a couple of more years to fine-tune it before they started to see its full value. Today, with new business models and processes, new applications, update cycles, and the instantaneous need to see value from those applications have resulted in a stream of continuous digital transformation, and companies are struggling to retain relevancy in their markets.

Going forward, cloud computing will be the foundation for implementation and the value that comes from AI applications. AI by its nature requires significant resources when it is used at full capacity, but when paired with cloud, it allows for more efficient use of resources. Being cloud based allows for the optimal use of compute resources at a time when it makes sense and for a cost that is limited to the actual use. Hence, companies are able to build their AI future on the foundation of the cloud.

Specifically, IDC has found that the use and adoption of Al applications are increasing as companies are spending on cloud-based Al software (see **Figure 2**). IDC predicts the worldwide Al software market will grow from \$372.8 billion in 2022 to \$943.7 billion in 2027 at a CAGR of 20.4%. This projected growth of the global Al software market reflects the expanding recognition and adoption of Al across industries, along with the perceived value that companies believe it can have in their business.

FIGURE 2
Cloud Computing Is the Foundation for the Adoption and Application of Al



Source: Worldwide Artificial Intelligence Software Forecast, 2023–2027, IDC Doc #US50027023

For an accessible version of the data in this figure, see $\underline{\text{Figure 2 Supplemental Data}}$ in the Appendix.



What is the business value that companies expect from adopting Al-powered cloud solutions? The largest expected outcome is to be able to continuously digitally transform. More and more business is done online every day and, to maintain parity with competitors in this digital realm, companies need to be willing to adopt new technologies that will support ongoing digital transformation as a key part of their strategy.

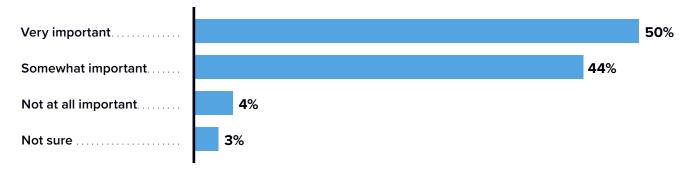
Figure 3 shows that, of the companies with a digital transformation strategy, 94% of them view Al-powered cloud solutions as foundational to effectively and continuously digitally transform.

FIGURE 3

Al Is the Foundation to Maintaining Relevancy During the Digital Revolution

How important are Al-powered cloud solutions to your formal digital transformation strategy?

(Percentage of respondents)



Base: all respondents; n = 553; Source: Salesforce.com Economic Impact Survey, IDC, July, 2023

Benefits of Salesforce Alto the Economy

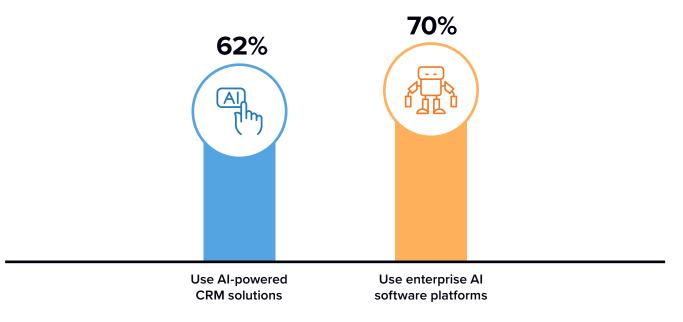
Companies continue to adopt Al-powered cloud solutions across functions and business processes. This has direct impacts to the company, its customers, other companies, and the economy as a whole. But how broad is the adoption, what is the economic impact, and what is the specific impact of Salesforce Al-powered applications?

Starting with adoption, according to respondents from a recent IDC survey on Al-powered applications, 70% of companies are using Enterprise Al platforms and 62% of companies are using Al-powered CRM solutions (see **Figure 4**, next page). This includes a broad set of Al technologies ranging from predictive models all the way to the more advanced Al technologies such as GenAl. The economic reasoning behind adoption is the value to the company and the customer. For example, implementing a GenAl CRM application or solution combines the power of GenAl with customer data to enhance business productivity and efficiency. It can perform countless functions such as answering queries, teeing up conversational text, and crafting an email. These types of outcomes provide value to both the company and the customer.

FIGURE 4

Adoption and Application of AI Is Becoming Table Stakes

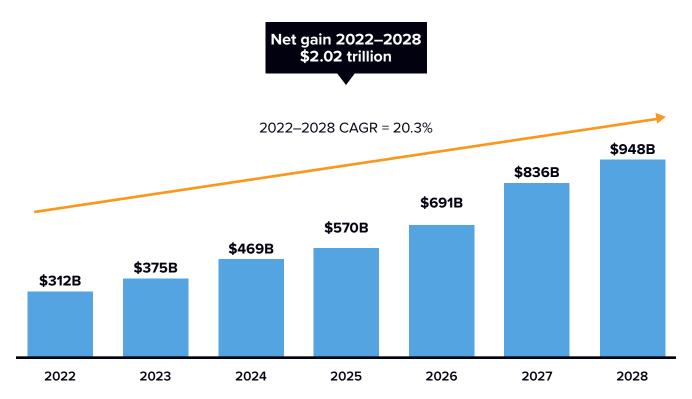
To the best of your knowledge, how much does your organization use the following technologies? (Percentage of respondents)



Note: The percentage represents the sum of respondents that selected "Heavy or Moderate Use" of Al-Powered CRM Solutions and Enterprise Al Software Platforms. n = 553; Source: Salesforce.com Economic Impact Survey, IDC, July, 2023

Obviously, companies are adopting AI, but what is the economic benefit, and what specifically is the economic benefit from a Salesforce AI-powered cloud solution? IDC calculated that the use of Salesforce AI-powered cloud solutions generated \$312 billion in the customer base in 2022 and expects that this will triple in size by 2028 to \$948 billion with a CAGR of 20.3% (see **Figure 5**, next page). Considering just the new revenues created since 2022, Salesforce AI-powered solutions will add \$2.02 trillion in revenue globally.

FIGURE 5
Revenue Impact of Salesforce Al-Powered Cloud Solutions 2022–2028



Note: for further breakdown of revenue, please refer to the methodology section; Source: IDC Salesforce Al-Powered Cloud Solutions Economic Impact Model, July 2023

The primary drivers of this revenue growth are customer-facing activities, as well as the benefits AI will bring to companies' internal functions and how they conduct business with partners. **Figure 6** (see next page) shows the primary benefits that companies experience from AI-powered cloud solutions, with the largest benefit coming from employees and customers touch points (at 62%), such as customer service calls. The second largest benefit is improved overall customer experience (61%), which leads to increased revenue (50%) and lowered costs to acquire, retain, or service customers (47%).

FIGURE 6

Clear Customer and Organizational Benefits from Al-Powered Cloud Solutions

Has your organization experienced any of the following benefits from Al-powered cloud solutions focused on customer-facing activities?

(Percentage of respondents)



Base: Respondents indicated their organization's investment in Al-powered cloud solutions is targeted to the customer-facing activities; n = 517; Source: Salesforce Economic Impact Survey, IDC, July 2023





Al-powered cloud solutions offer additional opportunities to the basic cloud subscription that are necessary for a fully functional implementation.

According to the survey, customers cited other services or products necessary for a fully functional implementation, including IT project consulting or systems integration (51.5%), additional cloud services (e.g., storage, security, other apps) (50.5%), IT training (50.1%), managed services (45.8%), on-premises hardware or software (e.g., additional servers, upgraded end user computers, new or upgraded mobile devices) (45.0%), business consulting (e.g., planning, vendor selection, needs assessment) (35.6%), end user/LOB training (31.5%) and additional bandwidth, VPN upgrades, or remote access services (30.4%). As Al-powered solutions gain traction, these areas will unlock opportunities for a variety of partners, creating a full-service provision ecosystem.

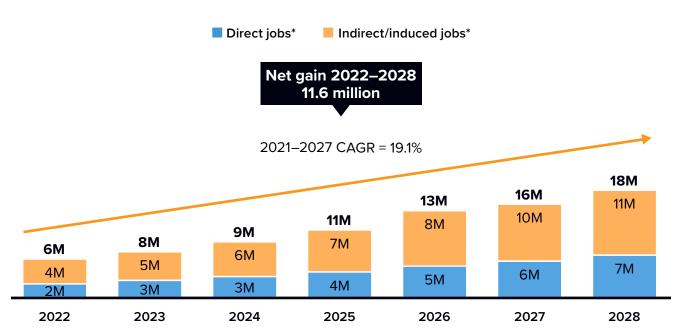
Employment Impacts of Salesforce AI-Powered Cloud Applications

One of the key concerns surrounding Al adoption is the impact on employment; namely, whether it will cause people to lose their jobs. As with any significant

technological change, there will be changes in the types of jobs available and the work that people do. But we also believe that even with those potential changes, there will still be positive job growth.

IDC estimates that the adoption of Salesforce AI-powered cloud solutions will result in the creation of an additional 4.7 million direct jobs between 2022 and 2028 (see **Figure 7**). Additionally, it will indirectly impact roles not directly tied to technology but that come about as a result of the changes AI brings to different career fields. IDC estimates that adoption of Salesforce AI-powered cloud solutions will create 7 million indirect or induced jobs between 2022 and 2028. This is a net gain of 11.6 million jobs between 2022 and 2028.

FIGURE 7
Employment Impacts of Salesforce AI-Powered Cloud Solutions 2022–2028



*Note: IDC defines "direct" jobs as those jobs in Salesforce and its ecosystem. "Indirect" jobs are those generated by the use of Salesforce Al-powered cloud solutions and its ecosystem's cloud services. "Induced" jobs are those generated by the spending on local goods and services.

Source: IDC's Salesforce Al-Powered Cloud Solutions Economic Impact Model, July 2023

For an accessible version of the data in this figure, see Figure 7 Supplemental Data in the Appendix.



The Talent Challenges with Implementing Any Al

New technologies require new skills and have different impacts. That was true with the agricultural revolution, the industrial revolution, the digital revolution, and now the AI revolution. For example, prior to the digital revolution, computers weren't machines with processors, disk drives, or motherboards — they were people who used their skills in advanced mathematics to do very complex calculations. That role was eventually replaced by a machine, which led to the creation of whole new roles such as programmers, application developers, chip designers, database managers, and more.

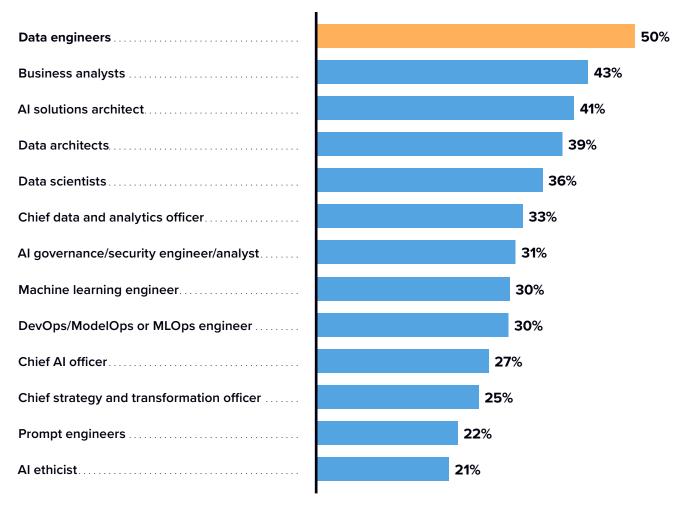
What can we expect from the dawning of the Al revolution? Companies have already been hiring to maintain relevance in the Al space. Specifically for Al jobs, 50% of companies have hired data engineers over the last 12 months, 43% have hired business analysts, and 41% have hired Al solution architects (see **Figure 8**, next page). Given that there aren't necessarily that many people with the education and skills to fulfill these and similar roles, it foreshadows a race for limited talent in these areas.

Additionally, 82% of companies expect that AI will change the nature of the workforce, including whether there are more freelance employees and fewer direct employees, how and where employees work, and even how employees reskill. Not only are the roles changing, but also the nature of the workforce is changing, similar to what was seen during previous technology revolutions.



FIGURE 8

New Key Roles that Are Needed in an Al-Driven World
Which Al roles have you hired in the past 12 months?
(Percentage of respondents)

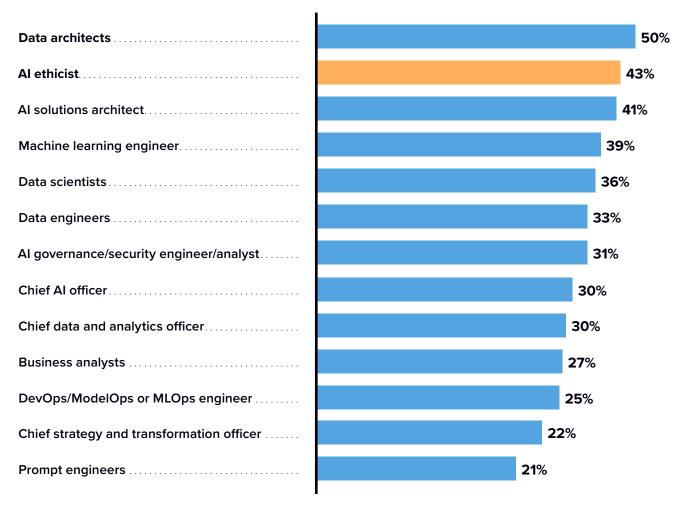


 $Base: all\ respondents;\ n=553;\ Source: \textit{Salesforce.com Economic Impact Survey, IDC},\ July,\ 2023$

Part of understanding the direct employment impact is understanding the types of roles that companies will need to hire going forward to fully benefit from Al-powered cloud solutions. The primary and immediate role that companies have hired in, and continue to look to hire in, are data architects (43%) (see **Figure 9**, next page). What is interesting is the role in the number 2 position: Al ethicist (41%). In the previous 12 months, only 21% of companies hired an Al ethicist, but

going forward, this will be a crucial role as companies struggle to figure out how to employ Al in a way that is ethical and can be trusted. Additional key roles that companies are focusing their hiring efforts on include Al solutions architects (41%), ML engineers (38%), and data scientists (38%).

FIGURE 9
New Key Roles that Are Needed in an Al-Driven World
Which Al roles do you plan to hire in the next 12 months?
(Percentage of respondents)



Note: ModelOps/MLOps is the discipline of operationalizing models in production, scaling them, and so on; n = 553; Source: Salesforce.com Economic Impact Survey, IDC, July, 2023

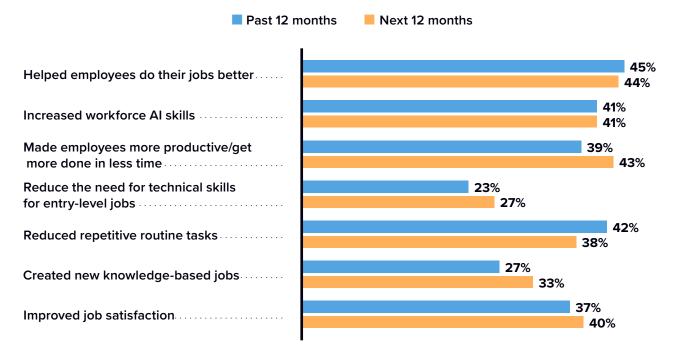
As shown in **Figure 10**, Al will help employees do their jobs better through better tooling and better data, which will allow for better decision making. Additional key expected impacts for employees over the next 12 months are more productivity (43%), a reduction in repetitive tasks (38%), and improved job satisfaction (40%).

FIGURE 10

Positive Employee Impacts Are Part of the Al-Powered Cloud Solution Shift

How has Al-powered cloud solutions impacted your organization in the past 12 months

How has Al-powered cloud solutions impacted your organization in the past 12 months and how will it impact your organizations in next 12 months? (Percentage of respondents)



 $Base: all\ respondents; n=553; Source: \textit{Sales force.com Economic Impact Survey}, IDC, July, 2023$

For an accessible version of the data in this figure, see Figure 10 Supplemental Data in the Appendix.



With all of the recent Al announcements, from the unveiling of ChatGPT4 (with other versions soon to follow), to the Biden administration's Executive Order on Al, to almost every technology conference being Al focused, it is clear that the Al revolution is just starting.

Salesforce and its ecosystem of application providers and services partners will play a significant role in the Al-powered CRM space. The projected growth is indicative of the expected positive impact this shift will have.

It is also clear that the speed and magnitude of AI transformation will result in challenges, from the shift in job functions, to the need for talent, all the way to rethinking what business models will look like moving forward. These changes and more will be challenges that Salesforce, its partners, and its customers will have to overcome.

With the recent launch of Einstein AI, Einstein Copilot, and other AI applications, Salesforce seems to be successfully facing the initial challenges. Integrating AI-powered solutions, data flows, business process changes, and more will be ongoing challenges for Salesforce, its partners, and customers. Key to that success will be the continued evolution of Salesforce's trusted and responsible AI, as this will support accelerated AI adoption in a trusted way.

The AI revolution is truly a revolution on scale with the industrial revolution in size and impact, and Salesforce currently has a significant stake in what this looks like for CRM systems.





IDC's EIM and the Benefits of AI-Powered Cloud

IDC maintains an internal model (the Economic Impact Model, or EIM) that takes inputs from IDC's market research on IT spending, spending on cloud computing, AI, exchange rates, vendor market share, and inputs from external sources on GDP, population, disposable income, and labor forces. Using research-driven algorithms, the model forecasts the revenues in a geography created in user organizations from the use of cloud computing.

IDC then computes the number of jobs supported by those revenues in the current year using research on GDP, gross output, and disposable income per worker. IDC uses standard growth rate ratios between revenue growth and job growth to quantify job creation in future years. Typically, if revenues grow x% a year, commensurate job growth will be 0.5-0.7 times x. In other words, new jobs grow more slowly than revenues.

The Salesforce Economy

As a major vendor of cloud services and Al-powered cloud applications, Salesforce accounts for a significant share of the benefits to the general economy from cloud computing.



To compute the Salesforce-specific share of revenues and jobs created by the use of cloud computing, IDC relies on unpublished estimates of Salesforce's future revenues as a percentage of the revenues of all cloud vendors and IDC estimates of additional cloud services delivered by the ecosystem.

Note that the ecosystem may include companies that are not formal business partners of Salesforce but that nevertheless sell products or services associated with the Salesforce implementations.

The Salesforce Ecosystem

To size the Salesforce ecosystem, IDC starts with its estimates of Salesforce revenues by country by year, based on IDC tracker data for cloud software and professional services revenues by vendor. These estimates, together with Wall Street estimates and Salesforce financials, are used to forecast past revenue and revenue a year out. The outer-year forecasts grow Salesforce revenues at the forecast growth rate of the various software submarkets in which IDC tracks Salesforce. This is the denominator of the ecosystem revenue ratio.

The numerator is calculated using IDC market studies, bulwarked by past and present surveys, that show relationships between product and service categories — for example, the ratio of IT services to application software, business services to IT services, network line charges to infrastructure hardware, and so on.

This information is encapsulated in an IDC proprietary model (the Salesforce Ecosystem Model) with a calculation page for each country.

The specific categories compared with Salesforce software as a service, platform as a service, and professional services revenues include:

- Add-on applications, including additional cloud services
- System software
- IT services, including managed services, project-oriented services, training, and support
- Business services and consulting
- · Infrastructure hardware (e.g., storage and network equipment) and Infrastructure as a Service (laaS)
- · Data services



The aggregate of the revenue components calculated in this way becomes the estimate of ecosystem revenues. For simplicity, IDC aggregates some categories.

Changes from 2021 Methodology

Advances in AI have made an undeniable impact on global businesses, and so IDC's 2023 methodology was updated to reflect the influence of AI-powered cloud computing.





Key Definitions in Support of Figures

- Direct Impacts (direct jobs and direct revenues) are those created in the Salesforce and ecosystem base.
- Indirect Impacts (indirect jobs and revenues) are those created in the supply chain and in the customer base from the use of cloud computing.
- Induced Impacts (induced jobs and revenues) are the effects induced from
 the increase in SFDC and its ecosystem revenue. They refer to the impact due
 to economic stimulus coming from increased households' income. People will
 spend their wages in the economy, thus generating additional revenues.
- Al-powered cloud solutions are Al technologies (Classic and Generative Al) infused across cloud services.
- **Net gain** in jobs is the difference from year-end 2022 to year-end 2028. For revenue, it is the aggregate difference from each year to 2028.
- **Business revenues** are those created in the Salesforce customer base from the use of cloud computing. They do not equate directly to GDP.

Revenues from recent Salesforce acquisitions have been folded into the historical view of Salesforce revenues as well as forecasts.

TABLE 1

Breakdown of Worldwide Business Revenues Generated from the Use of SFDC AI-Powered Cloud Solutions

	2022	2023	2024	2025	2026	2027	2028
Direct impacts	40B	48B	59B	73B	88B	106B	123B
Indirect impacts	253B	302B	380B	460B	557B	675B	761B
Induced impacts	20B	24B	30B	37B	46B	55B	65B
Total	312B	375B	469B	570B	691B	836B	948B

Source: IDC, 2023

The direct jobs created by the use of Al-powered cloud applications are from spending in the region/country studied. The assumption is that those jobs will also be located in that region/country, but that may not always be the case.

Exchange Rates

All IDC modeling inputs and forecasts are in constant dollars at the average annual exchange rates of 2022.

The Survey

To support the assumptions driving the model and to present current real-world information about the Salesforce economy, IDC conducted an online survey in July 2023 of 533 decision makers familiar with their organizations' Al-powered cloud deployments across Australia, Canada, France, Germany, Japan, New Zealand, the United Kingdom, and the United States.

Questions are related to the penetration of cloud services in the deployments, the expectations of benefits from the use of cloud, and the products and services involved in implementations.



Appendix 2: Supplemental Data

The tables in this appendix provide accessible versions of the data for the complex figures in this document. Click "Return to original figure" below each table to get back to the original data figure.

FIGURE 1 SUPPLEMENTAL DATA

Most Software Today Is on the Cloud and Businesses are Benefiting from It

	2022	2023	2024	2025	2026	2027
On-Premise/Others	\$147B	\$163B	\$184B	\$206B	\$229B	\$253B
Public Cloud Services (Own IP)	\$226B	\$285B	\$363B	\$454B	\$561B	\$691B

Source: IDC Semiannual Software Tracker-Forecast 2022 | H2 in Constant Currency

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FIGURE 2 SUPPLEMENTAL DATA

Cloud Computing Is the Foundation for the Adoption and Application of Al

	2021	2022	2023	2024	2025	2026	2027
On-premise/ Others	\$368B	\$392B	\$407B	\$419B	\$432B	\$444B	\$457B
Public Cloud Services (Own IP)	\$331B	\$419B	\$505B	\$602B	\$716B	\$846B	\$994B

Source: IDC Semiannual Software Tracker-Forecast 2022 | H2 in Constant Currency

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Appendix: Supplemental Data (continued)

FIGURE 7 SUPPLEMENTAL DATA

Employment Impacts of Salesforce Al-Powered Cloud Solutions 2022–2028

	2022	2023	2024	2025	2026	2027	2028
Direct jobs	2M	3M	3M	4M	5M	6M	7M
Indirect/ induced jobs	4M	5M	6M	7M	8M	10M	11M
Total	6M	8M	9M	11M	13M	16M	18M

Source: IDC Salesforce Al-Powered Cloud Solutions Economic Impact Model, July 2023

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FIGURE 10 SUPPLEMENTAL DATA

Positive Employee Impacts Are Part of the Al-Powered Cloud Solution Shift

How has Al-powered cloud solutions impacted your organization in the past 12 months and how will it impact your organizations in next 12 months?

	Past 12 months	Next 12 months
Helped employees do their jobs better	45%	44%
Increased workforce AI skills	41%	41%
Made employees more productive/get more done in less time	39%	43%
Reduce the need for technical skills for entry level jobs	23%	27%
Reduced repetitive routine tasks	42%	38%
Created new knowledge-based jobs	27%	33%
Improved job satisfaction	37%	40%

 $n=553; Source: \textit{Sales force.com Economic Impact Survey}, \ IDC, \ July, \ 2023$

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About the IDC Analysts



Alan Webber Program Vice President, Customer Experience, IDC

Alan Webber is Program Vice President for Digital Strategy and Customer Experience. In this role, Alan leads IDC's Customer Experience research program as well as supporting IDC's Chief Marketing Officer research efforts. Specific areas of research interest for Alan are the impact that technology changes have on how business and customers engage and interact, the digital transformation of the customer experience, and the impact of algorithms and analytics.

More about Alan Webber



Dave Schubmehl
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Dave Schubmehl is Research Vice President for IDC's Conversational Artificial Intelligence (AI) and Intelligent Knowledge Discovery research. His research covers information access and artificial intelligence technologies around conversational AI technologies including speech AI and text AI, machine translation, embedded knowledge graph creation, intelligent knowledge discovery, information retrieval, unstructured information representation, knowledge representation, deep learning, machine learning, unified access to structured and unstructured information, chatbots and digital assistants, and rich media search in SaaS, cloud, and installed software environments. This research analyzes the trends and dynamics of the Text and Audio AI software markets and the costs, benefits, and workflow impact of solutions that use these technologies.

More about Dave Schubmehl



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Carla La Croce is a senior research analyst for IDC's European Data and Analytics team. She develops qualitative and quantitative research on IT strategies for EMEA vertical markets, with direct involvement in IDC Spending Guides (big Data and analytics, artificial Intelligence, robotics) and is part of the Intelligent Business Execution (IBE) practice. She also leads the Macroeconomic Center of Excellence, where she works on economic impact analysis and European recovery plans, and manages a database of macroeconomic indicators (such as GDP and inflation). La Croce also supports IDC's consulting and forecast activities in the region.

More about Carla La Croce



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Ritu Jyoti is Group Vice President, covering worldwide AI and automation research with IDC's Software Market Research and Advisory practice. Ritu is responsible for leading the development of IDC's thought leadership for AI research and managing the research team. Her research focuses on the state of enterprise AI efforts and global market trends for rapidly evolving AI and ML innovations and ecosystem. She also leads insightful research that addresses the needs of AI technology vendors and provides actionable guidance on how to crisply articulate their value proposition, differentiate, and thrive in the digital era.

More about Ritu Jyoti

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