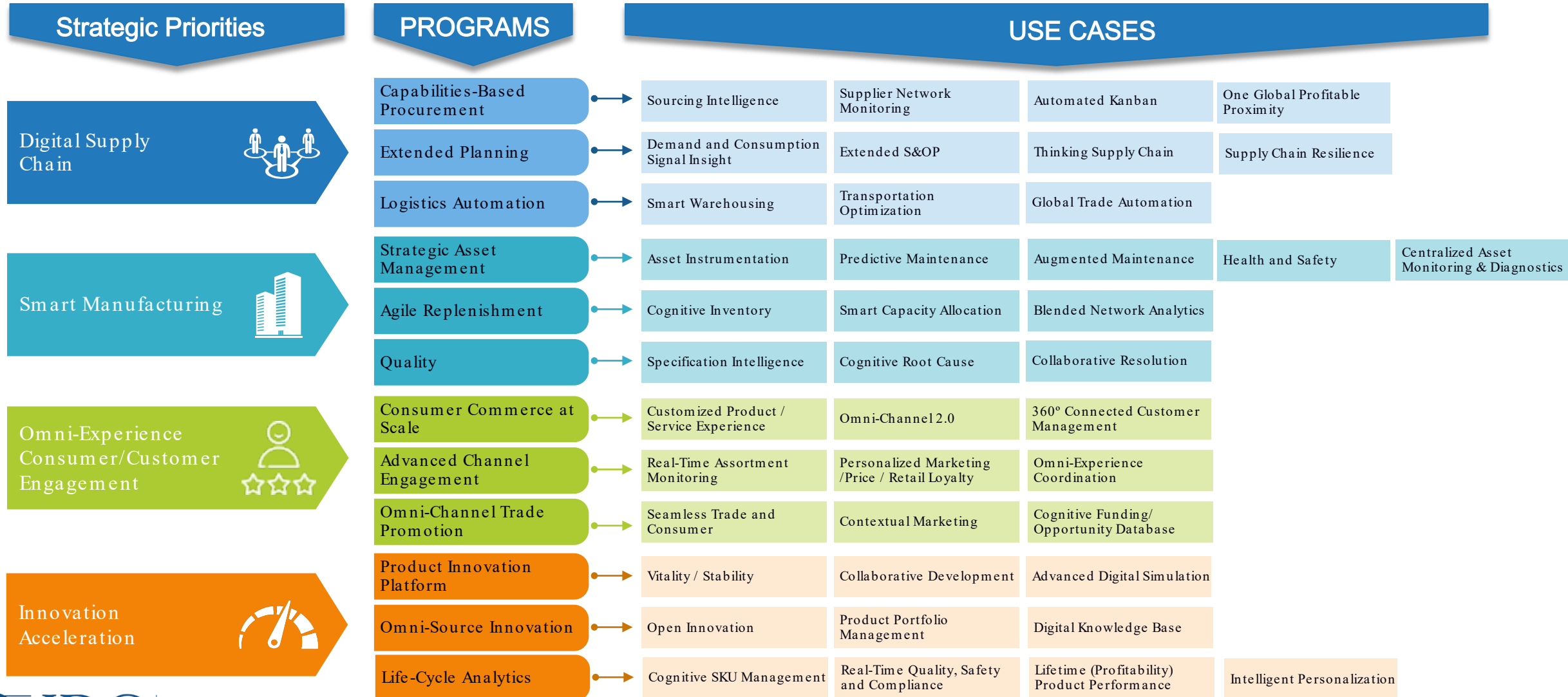
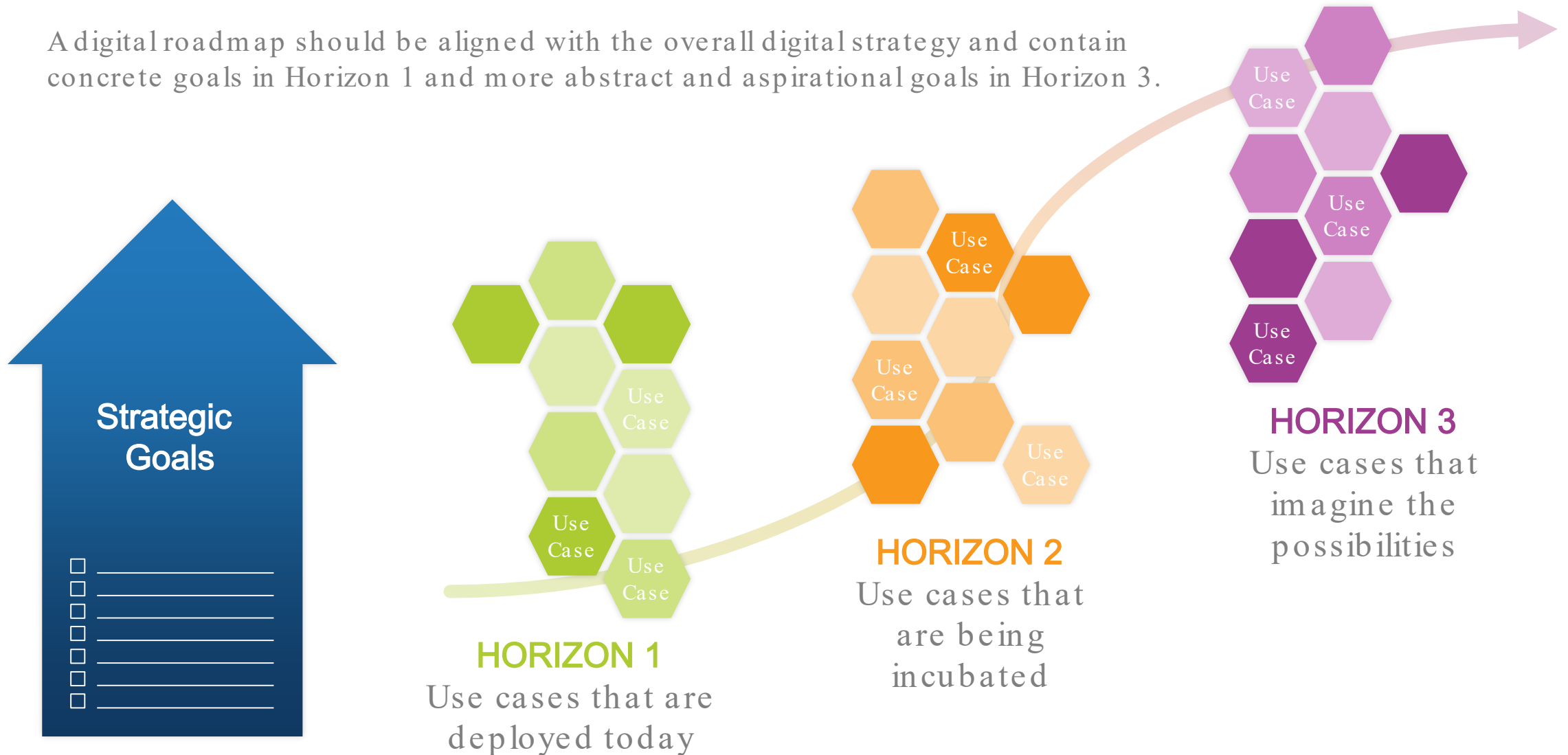


# IDC Manufacturing Insights: Engaging Consumer Experience at Scale (BOVC)



# Break Digital Roadmaps into Horizons

A digital roadmap should be aligned with the overall digital strategy and contain concrete goals in Horizon 1 and more abstract and aspirational goals in Horizon 3.



# Engaging Consumer Experience at Scale (BO VC) Digital Roadmap



# Digitally Transforming the Enterprise Industry by Industry



## IDC Energy Insights

- Agile Energy
- Agile Mining
- Energy-as-a-Service

## IDC Financial Insights

- Capital Markets
- Connected Banking
- Contextual and Value Centric Insurance

## IDC Government Insights

- Effective National Government
- Smart Cities and Communities
- Transformative Academia

## IDC Health Insights

- Knowledge-Based Medicine
- Value-Based Health

## IDC Manufacturing Insights

- Collaborative Innovation (AOVC)
- Engaging Consumer Experience at Scale (BOVC)
- Creating Experience Ecosystems (EOVC)
- Technology-as-a-Service (TOVC)
- Transportation and Logistics

## IDC Retail Insights

- Experiential Hospitality, Dining & Travel
- Experiential Retail
- Media & Entertainment

## IDC Telecommunications Insights

- Communications Service-Enabled Connected Communities