

Digital Infrastructure, Resilience and Sustainability – Insights in Nordic Digital Markets

IDC Nordic Directions 2022

IDC Nordic Digital Insights 2022



Martin Sundblad

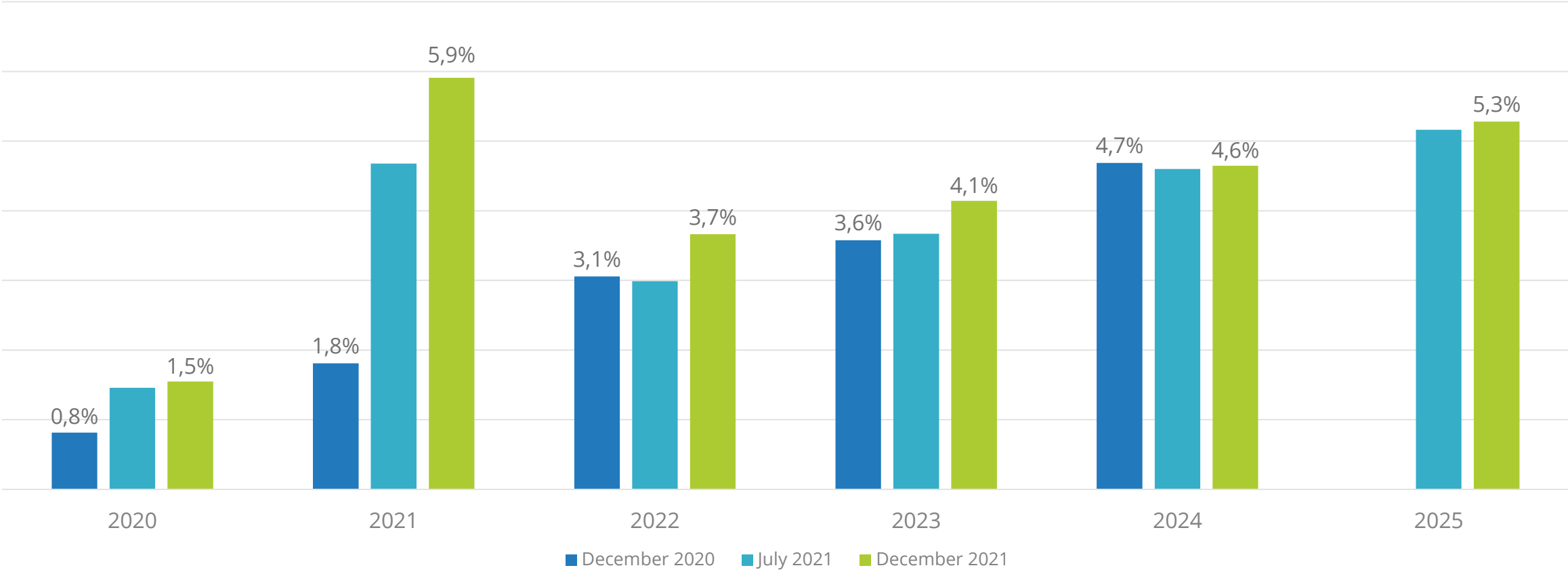
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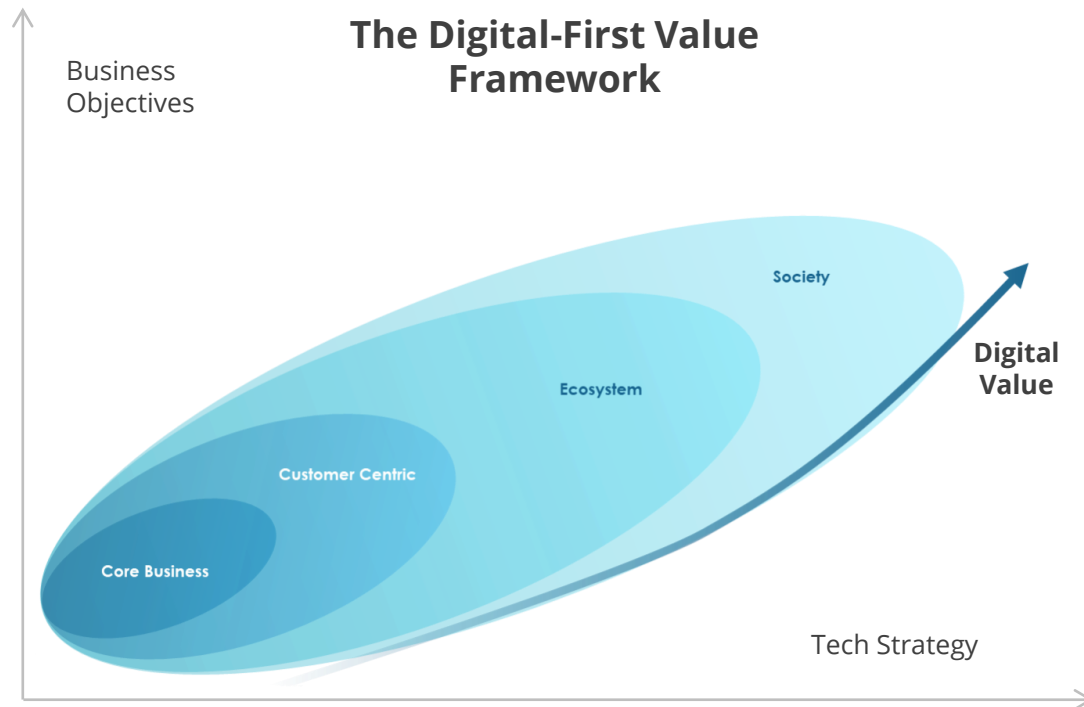
[NORDIC.IDC.COM](https://www.nordic.idc.com)

Nordic IT market has shown a much stronger rebound than expected

IDC Nordic Trend 1:



Digital transformation impacts ecosystem and society



When organizations are effective in their digital transformation programs – they are better able to:

- **Innovate at scale.** Improve rate of innovation by 26%
- **Save.** Improve cost savings by 23%
- **Improve.** Improve operational efficiencies by 26%
- **Reduce risk.** Mitigate business risks by 21%
- **Be productive.** Improve employee productivity by 23%
- **Delight customers.** Improve customer satisfaction by almost 26%
- **Be profitable.** Drive improved profitability by 22%
- **Grow the business.** Drive revenue up by 26%

As the user experience becomes a mix of physical and digital, product and service design teams will merge into Physi-Digital innovation teams

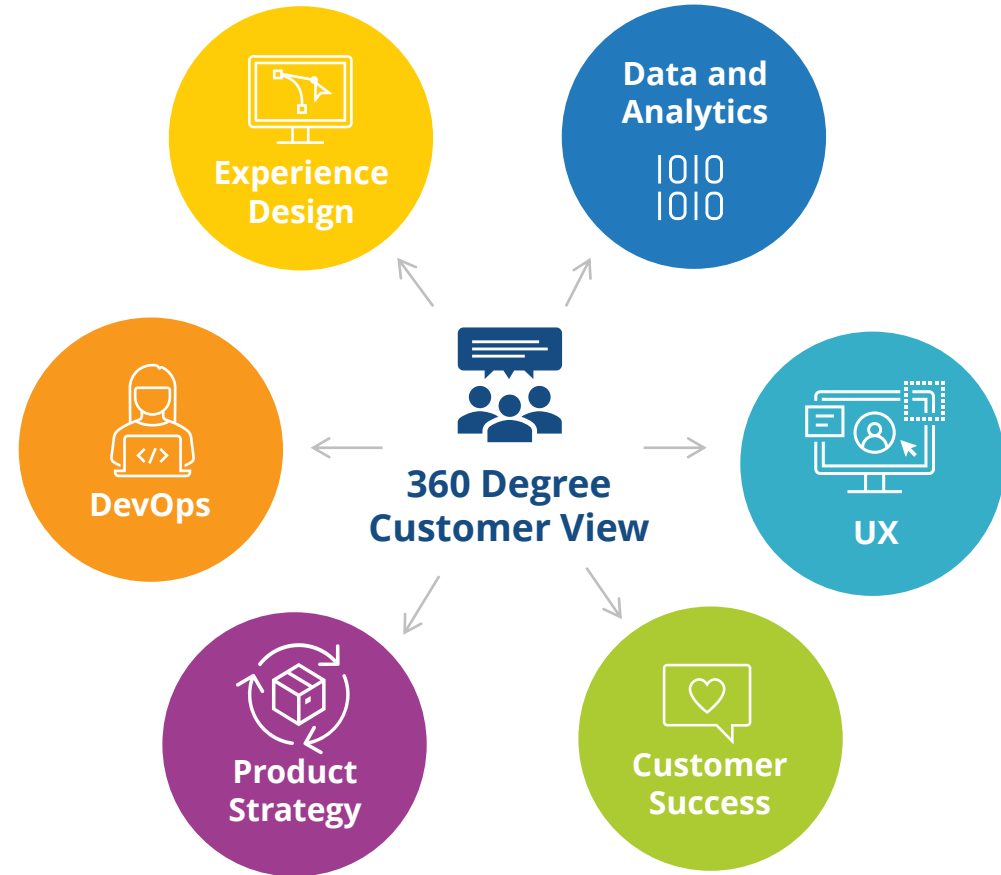
IDC Nordic Trend 2:

Manufacturers and Retailers in the Nordics will:

- **Continue** the path integrating software development into product design
- **Create innovation teams** for the combined physical and digital user experience.
- **Enlarge scope of design** to include cyclical elements.

Service Providers in the Nordics will:

- **Explore** how a digital user experience can improve their services.
- **Develop and attempt to disrupt** service delivery and service consumption



Supply chain disruption will be the new normal – lead time will become the differentiator

IDC Nordic Trend 3:

Harvard Business Review

Coronavirus Is a Wake-Up Call for Supply Chain Management

EKONOMI | 2021-08-30

Scania stoppar produktionen hela veckan

Scania stoppar produktionen på grund av bristen på halvledare. Lastbilstillverkaren Scania tvingas stoppa tillverkningen i Sverige.



Supply chain crisis causes rethink at multinationals

Companies hit by high shipping costs, problems so...

AP Moller-Maersk AS + Add to myFT

Maersk warns no end in sight to supply chain crisis as profits soar

World's largest container shipping group expands air freight arm as it enjoys most profitable quarter in 117-year history

Supply chain crisis

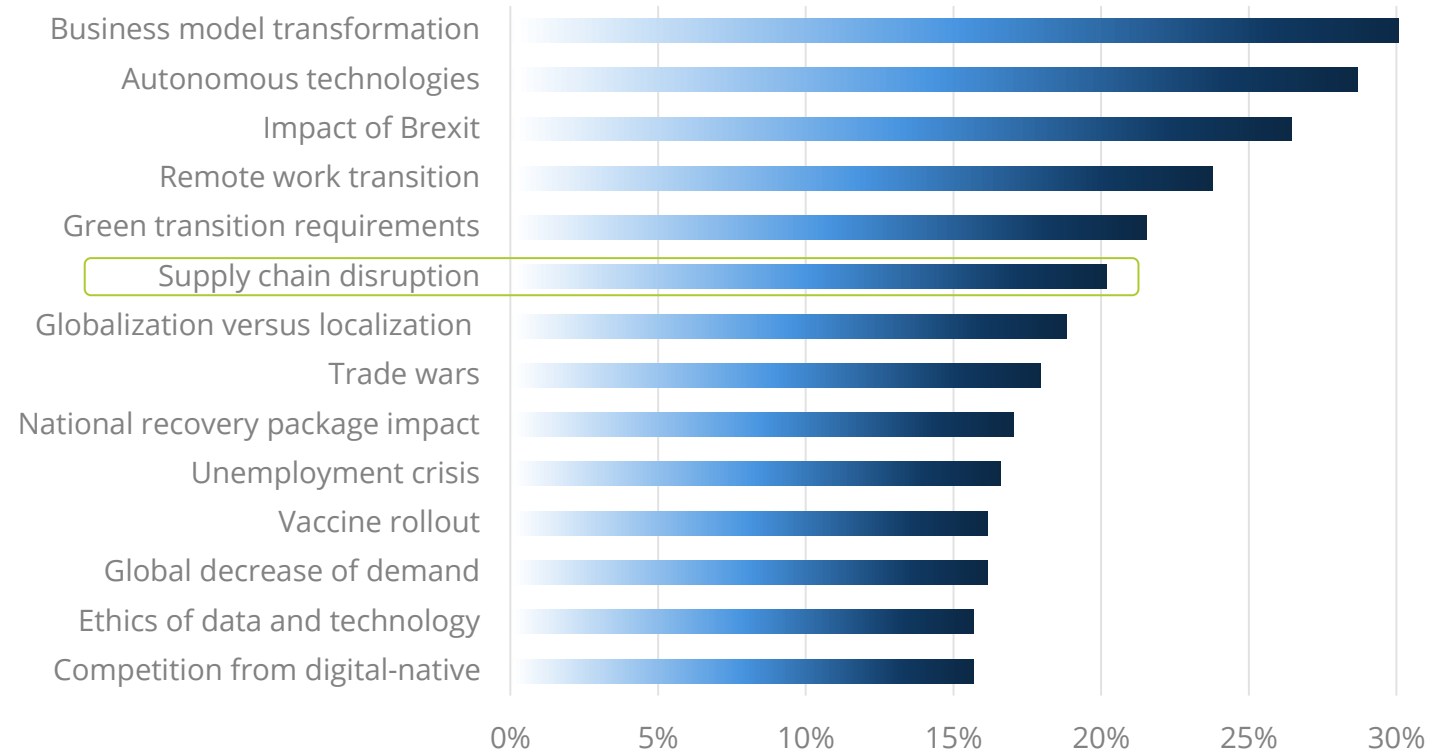
Global supply chain crisis could last another two years, warn experts



As some bottlenecks ease others are just starting, meaning the post-pandemic economy 'won't return to normal any time soon'



What do you think are the most impactful global trends that your organization will have to face in the next year?



Source: IDC EMEA, European Industry Acceleration, Internal, April 2021

Supply chain disruption will be the new normal – lead time will become the differentiator

IDC Nordic Trend 3:



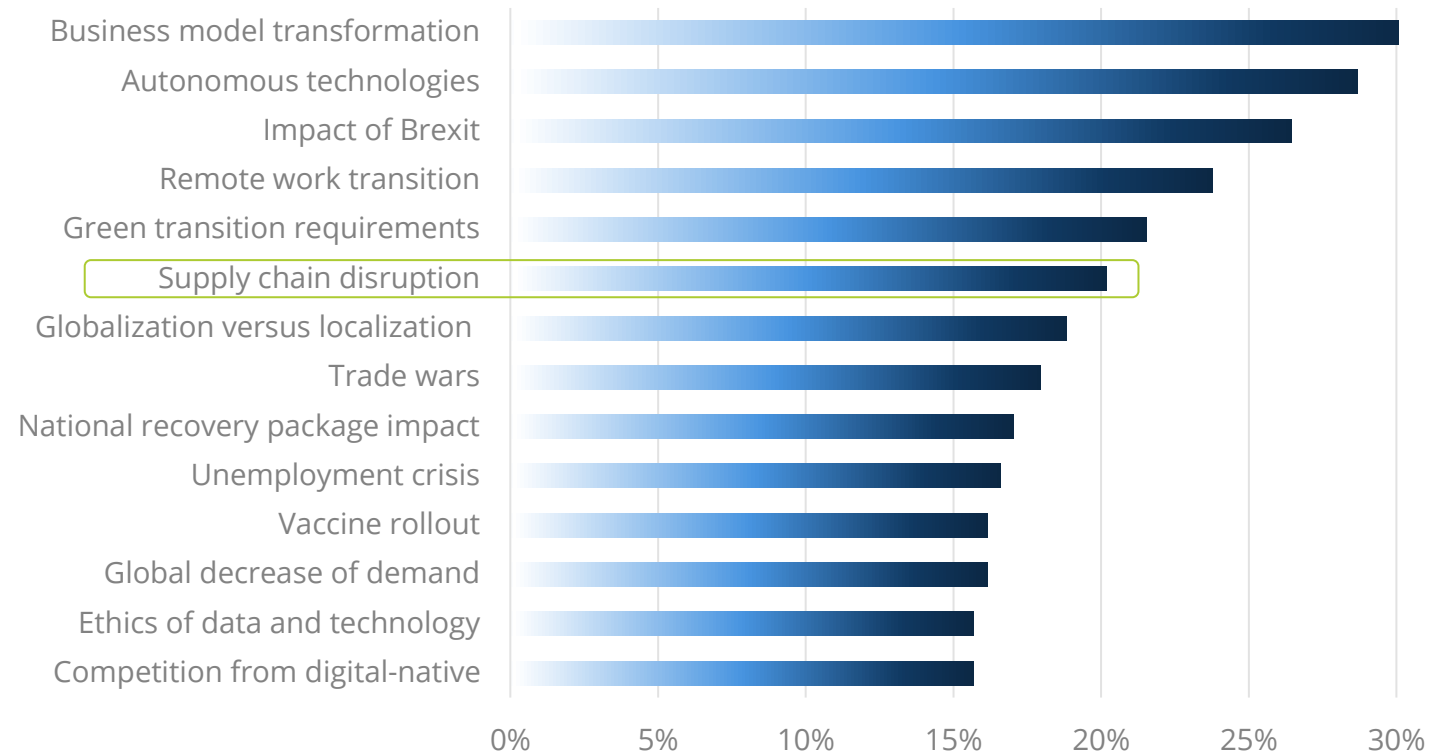
Visibility

- **Insourcing & Geo-diversification**
will provide 10% reduction of disruption by 2022
- **Significant increase in SCM budgets**
- 40% will improve budgets by 2024
- **Automation in Planning and Forecasting**
- 50% of all by 2023
- **Intelligent and Predictive SCM will emerge**
- but gradually



Risk Reduction

What do you think are the most impactful global trends that your organization will have to face in the next year?

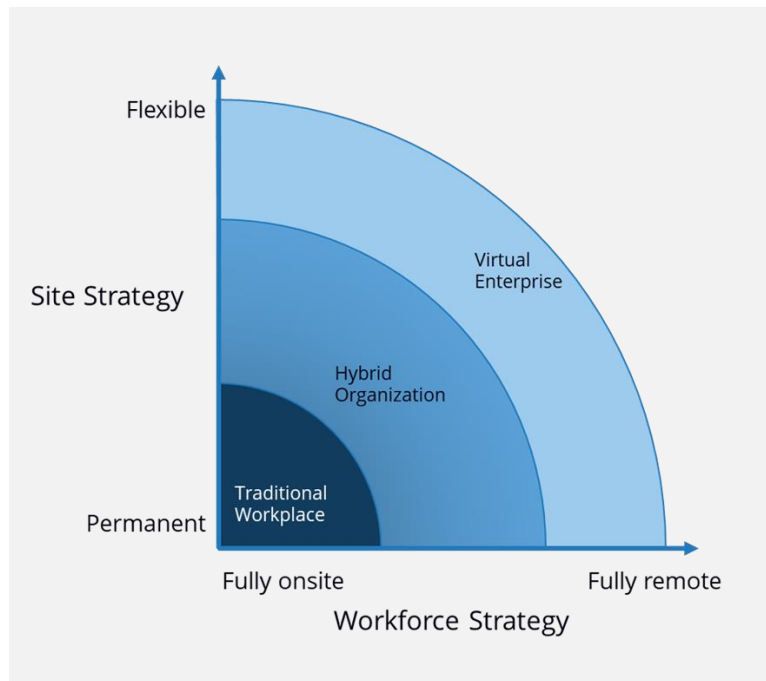


Source: IDC EMEA, European Industry Acceleration, Internal, April 2021

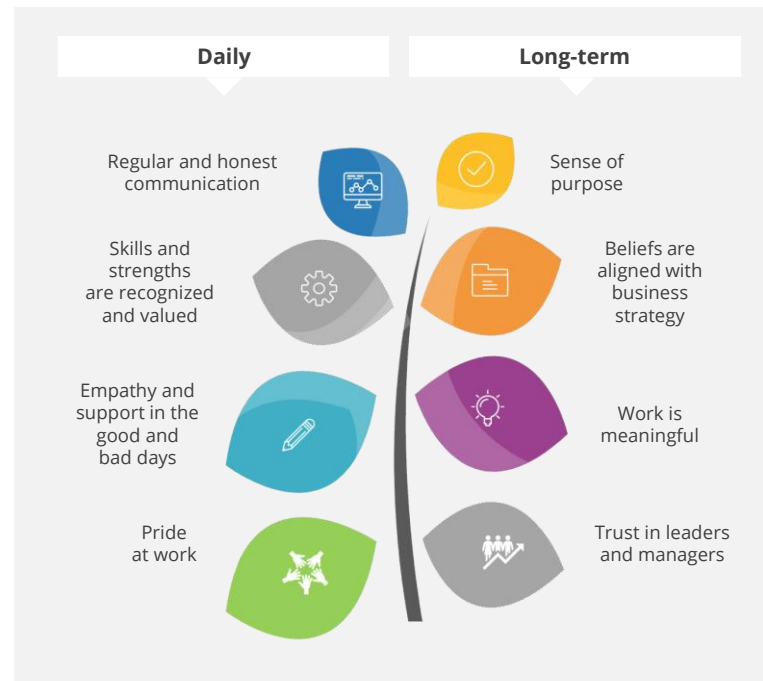
Power balance has shifted – workplace transformation becomes a necessity and an opportunity

IDC Nordic Trend 4:

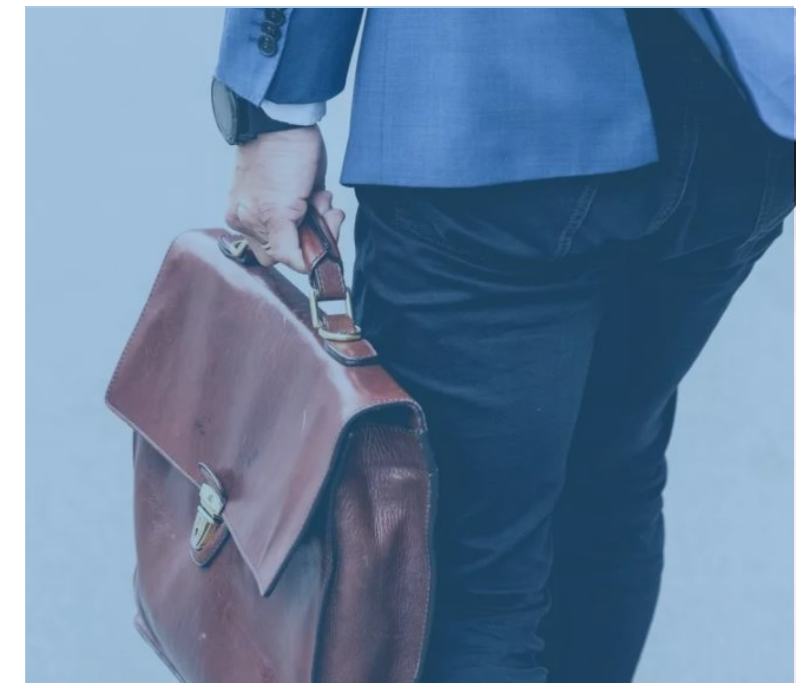
The Workplace Continuum



Employee Engagement



The Great Resignation



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Combine online access to data, research, insights, and access to local analysts

“Nordic Digital Markets – Technology, Transformation and Strategies”
is a **hub for data, research and insights** on the technology markets
in Denmark, Finland, Norway and Sweden produced for technology and
digital businesses on strategic level.



Jan Horsager
Research Director
[Read Profile](#)



Anders Elbak
Associate Research Director
[Read profile](#)



Martin Sundblad
Research Manager
[Read profile](#)

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