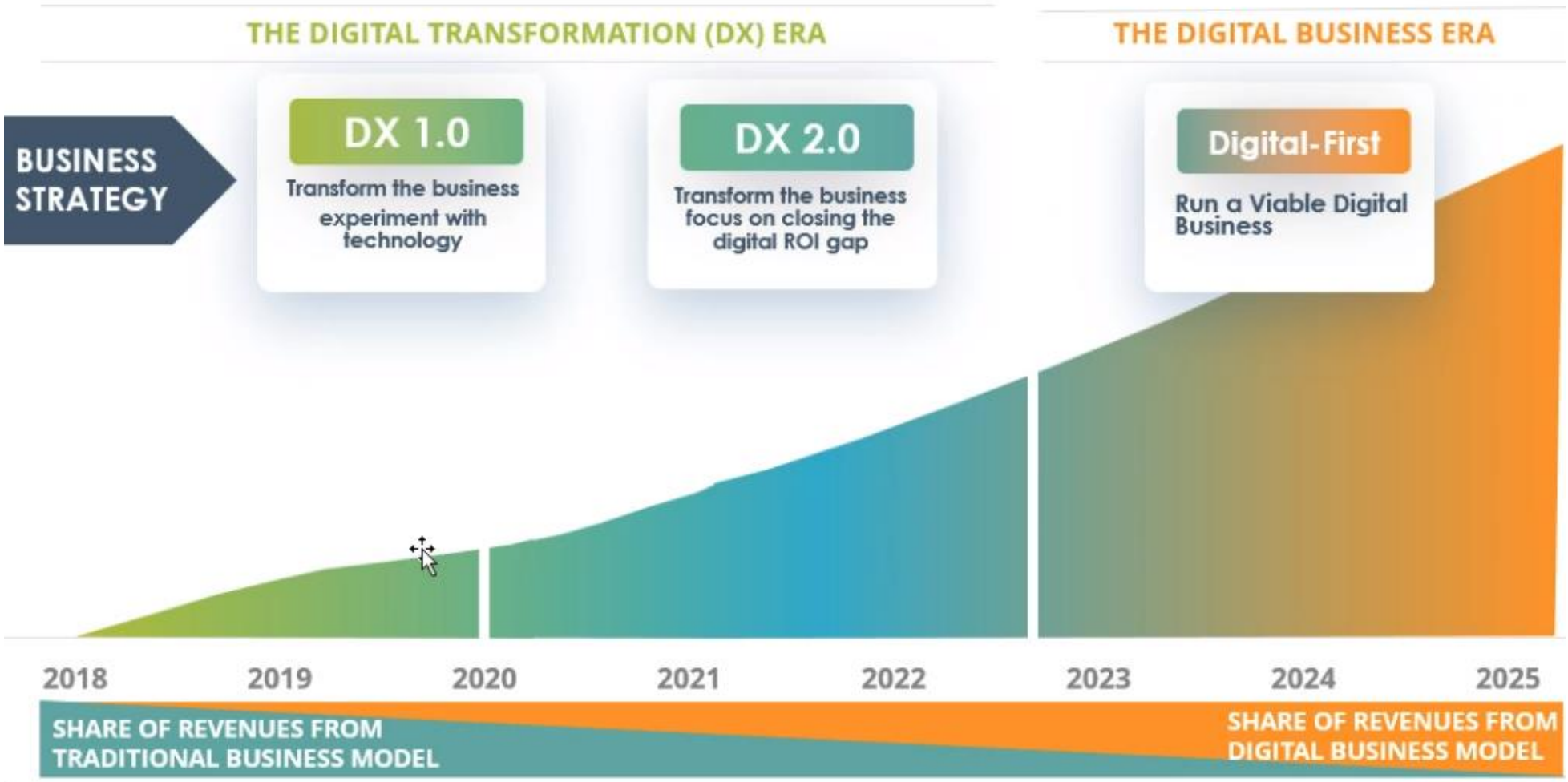
Analytics & Security moment in Latam

IDC Latin America: Tech CMO Forum 2022

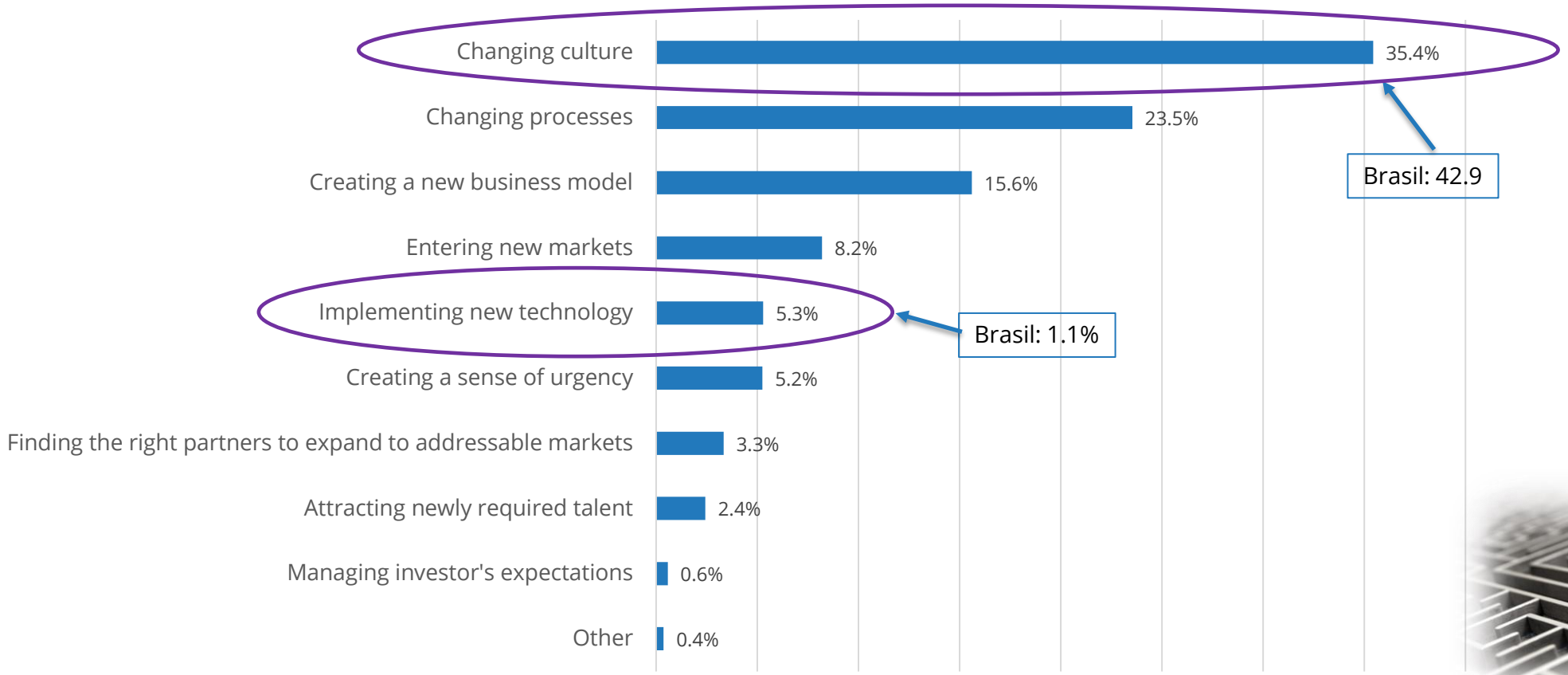
Digital transformation is an old thing and will stay long.

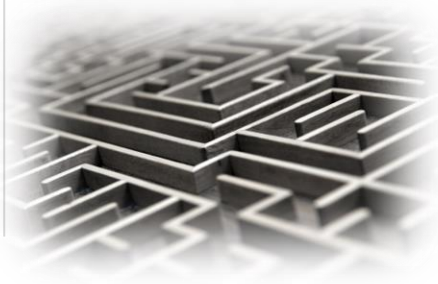
Forever?



Organizations are still fighting to do digital transformation

Q: *What is the **main challenge** in your company to achieve your digital transformation goals?*





Fonte: IDC IT Investment Trends – IDC, January 2022 n : 424

Analytics its the way of changing organizational culture to data centric

AI

Next Step

10% have no plan for analytics usage

19% are currently using analytics

Many using embedded on their core systems (ERP, CRM)

40% plan to adopt in 12 or 24 months

Great challenge is on enabling teams to implement and benefit from the solution

Today is still a differentiator. What about tomorrow?

Supply chain, logistics, warehouse management proved to be good during health crises. How can we improve on all segments

Non relational Analytic Data Stores

'20-25' CAGR +41.2%

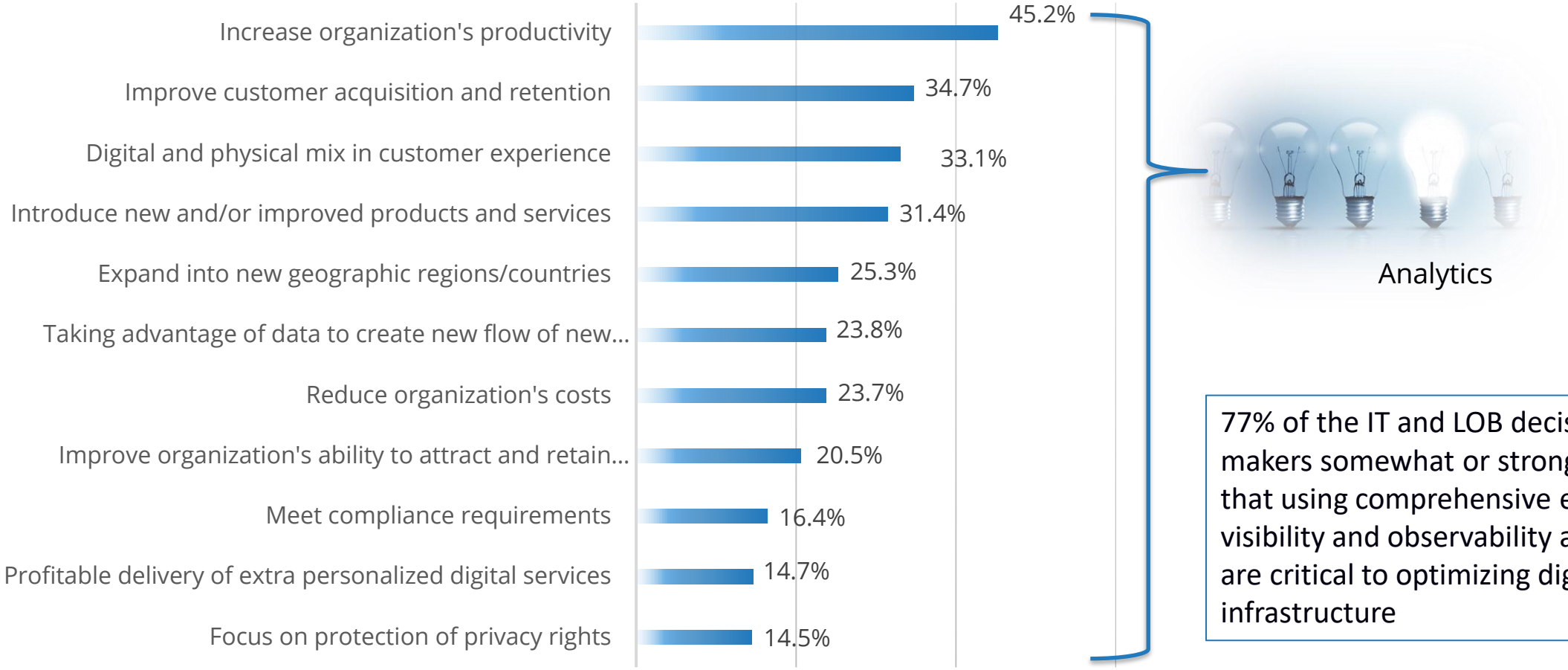
AI Platforms

'20-25' CAGR +35.7%

Sources: IDC Latin America:Analytics Adoption 2022; IDC Latin America BigData Analytics Tracker

Analytics has straight connection to all Business Priorities

Q: *In the next **twelve months**, in terms of **strategic importance**, which of the following are part of your organization's main business initiatives? (multiple choice)*

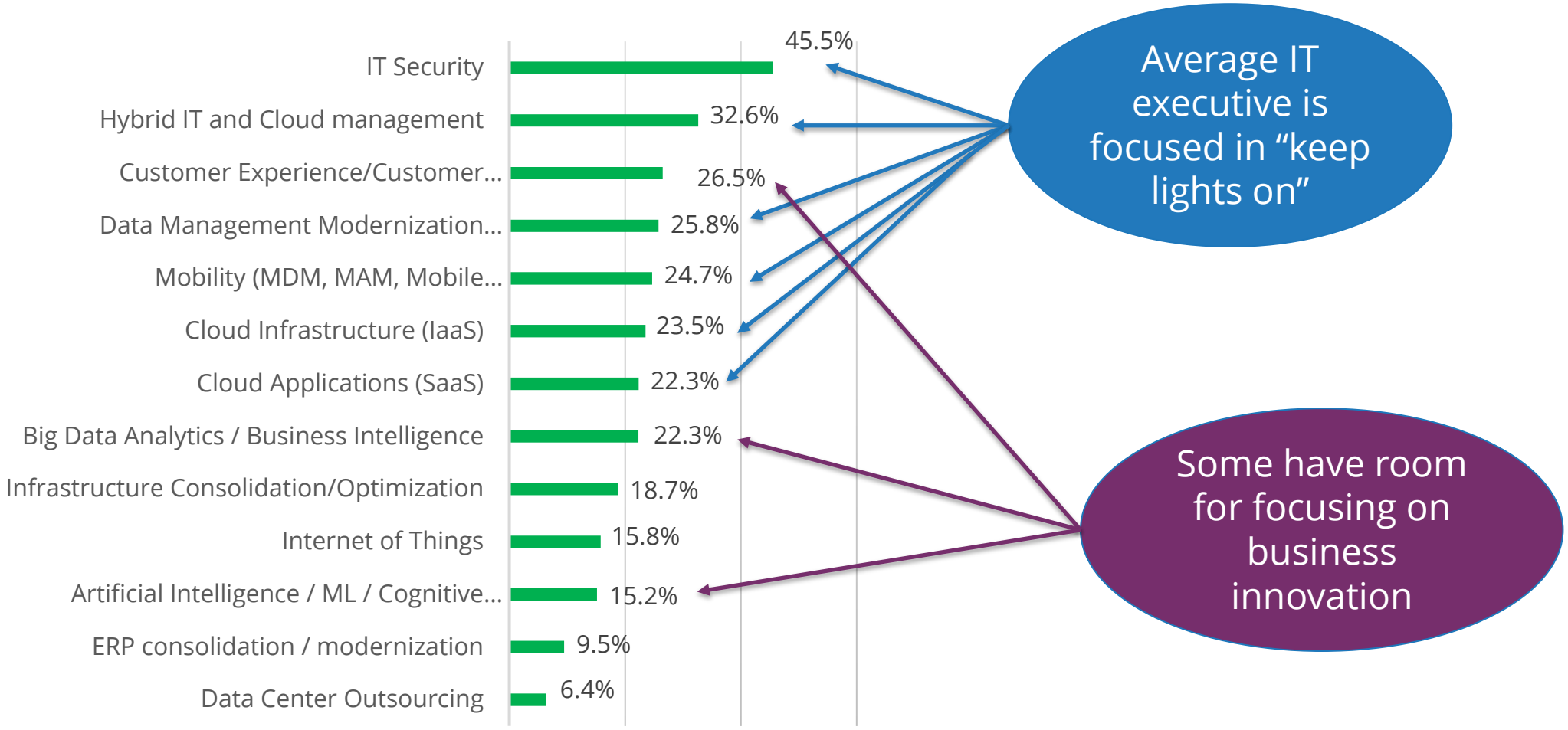


77% of the IT and LOB decisions makers somewhat or strongly agree that using comprehensive end-user visibility and observability analytics are critical to optimizing digital infrastructure

Sources: IDC Latin America IT Investment Trends 2022, Jan.2022; n=424, IDC Future Enterprise Resiliency & Spending Survey, Oct/2021; n = 829

...but is not yet on the top priorities for the IT executives

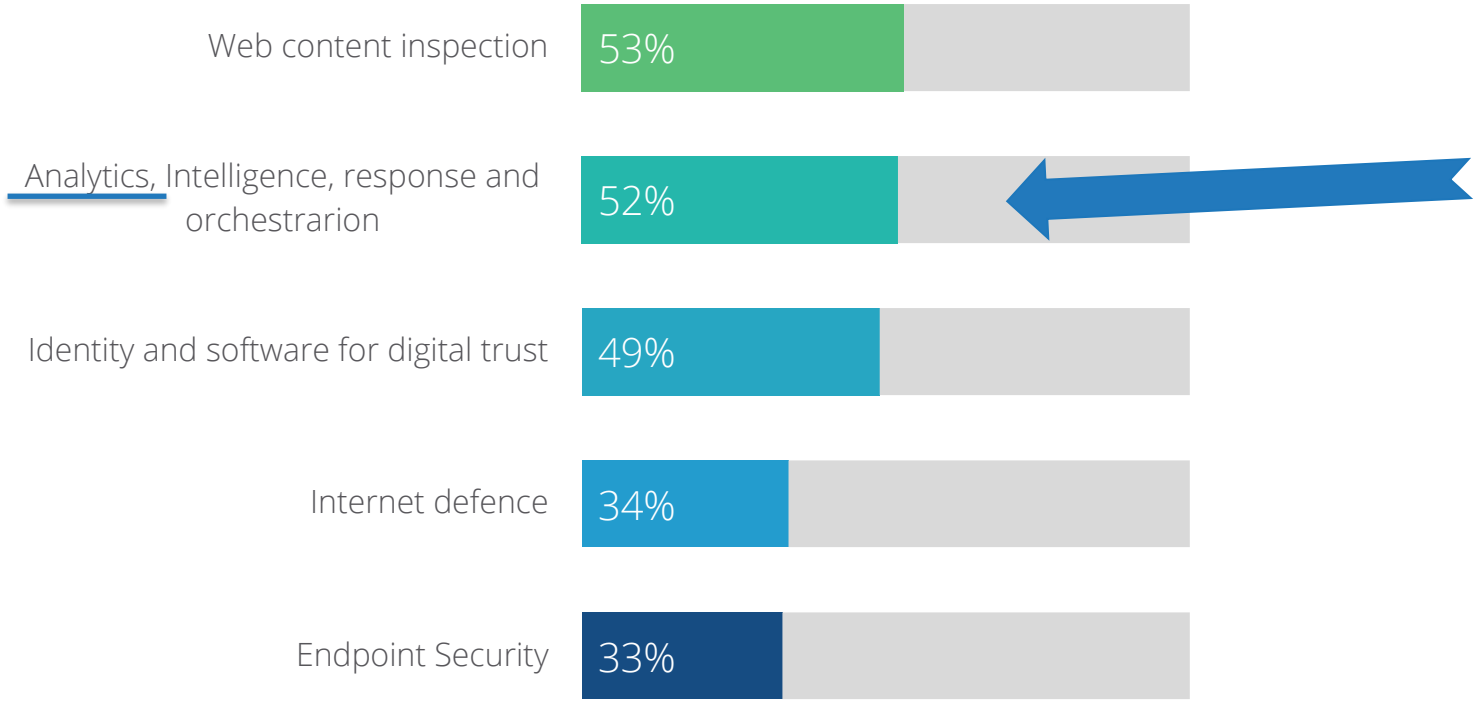
Q: *For the following **twelve months**, in terms of **strategic importance**, which of the following are included within the **top IT initiatives** at your organization? **(Multiple Answer)***



Source: IDC Latin America IT Investment Trends 2022, January 2022. Latin America n=424

The Security priority also drives analytics consumption

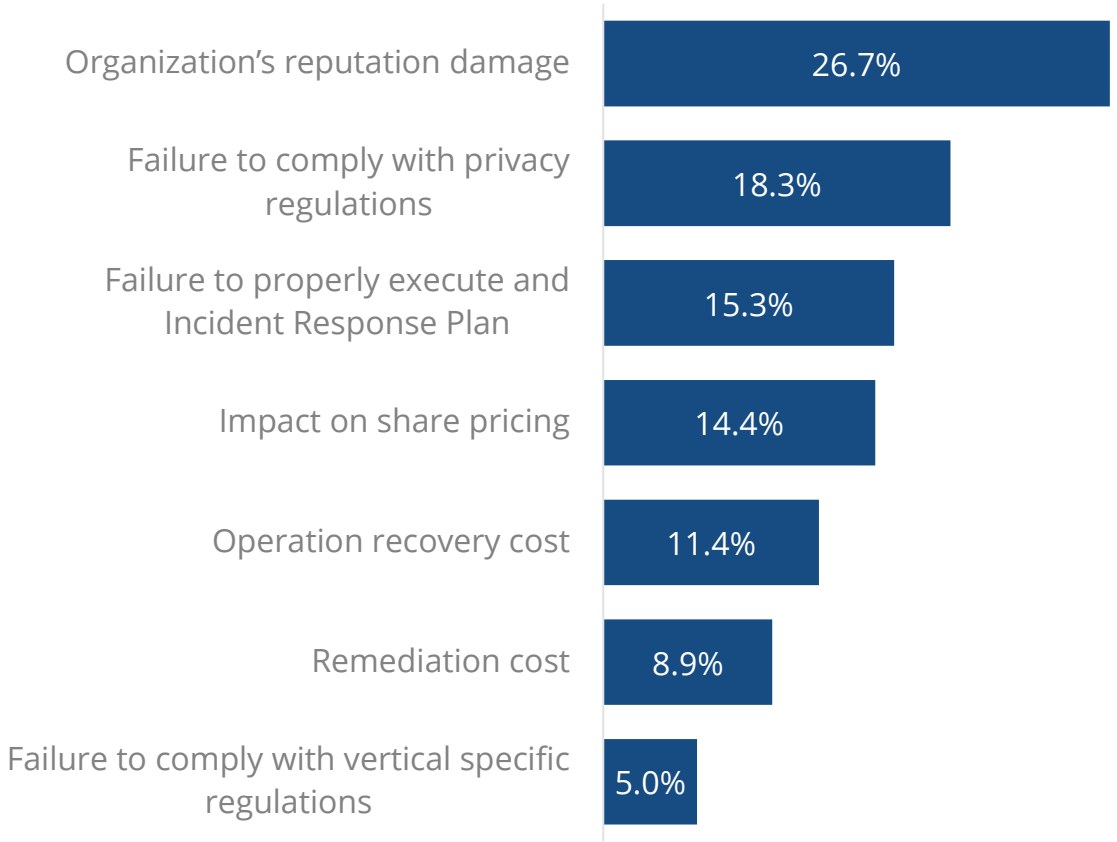
Main security investments in 2021 according to IT executives



Fuente: IDC 2021 Cyber Security Report 2022, Latin America

Security has also a clear relationship with the business

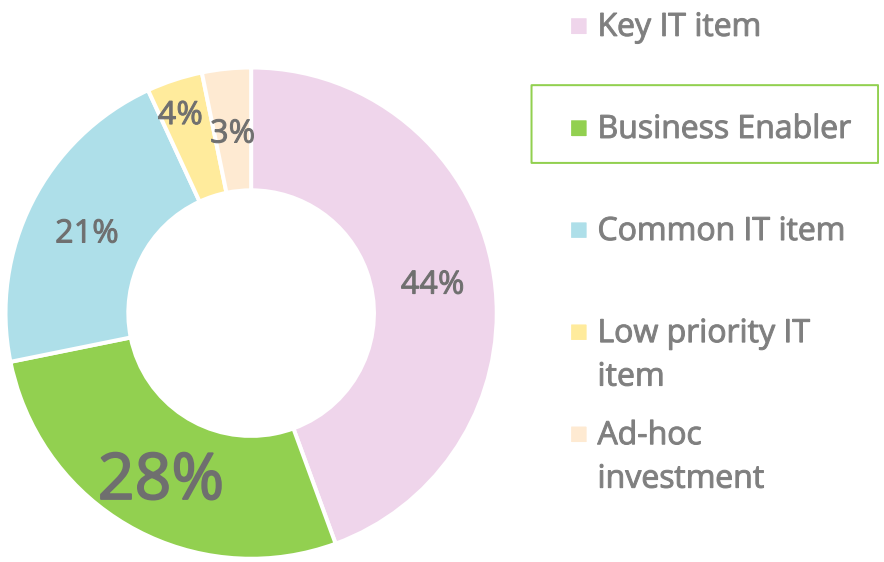
What are the main worries your company has if suffering a cybersecurity violation?



Source: IDC 2021 Cyber Security Report 2022, Latin America

Security has also a clear relationship with the business

When considering Cybersecurity Investments, which of the following applies to you?



28% of organizations considering Cybersecurity as a Business Enabler

Source: IDC 2021 Cyber Security Report 2022, Latin America

Conclusions

- **Security**

- Stays at top priority for the IT executive in Latam, but not on top of spending
  - In US 10% of Software Spend is on Security, In Latam is 7% only.
- Is not just about products – antivirus, perimetry, zero trust.
- When a solution (or innovation) comes from the business, IT may act as a blocker, enabler or neutral.
- Skills gap is huge.

- **Analytics**

-Pen for signing innovative projects is in the hand of the business executive and this mostly includes Analytics. Conversation language is “business casual” supported by Use Cases.

-IT sees it as a learning path on how to “eat” this thing and use for getting insights on Security events, support tickets etc.

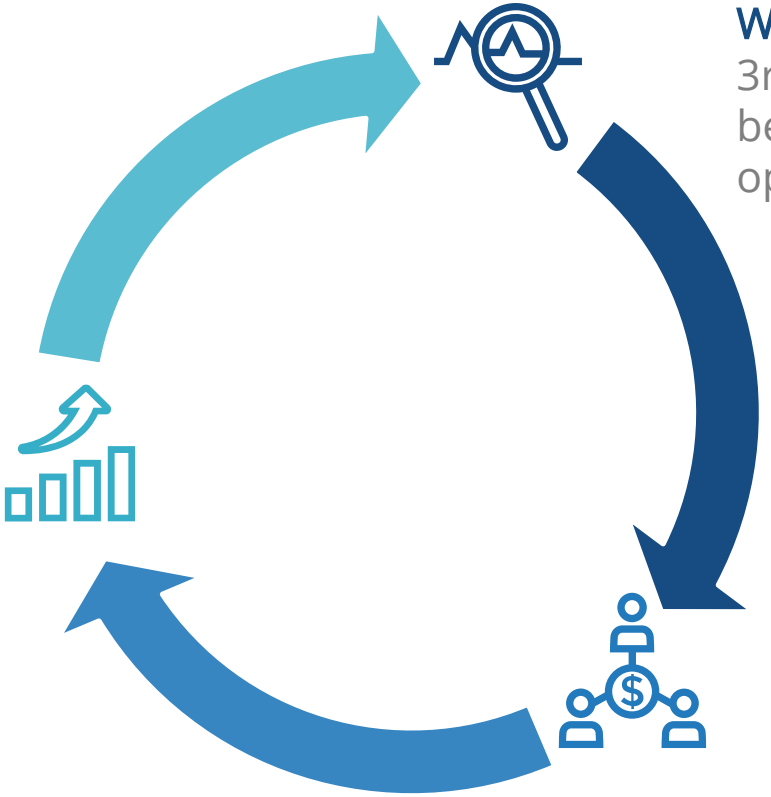
- Skills gap is also a challenge, both at vendors and client's side.

Using its accurate research methodologies and thought leadership, IDC helps you

1. Plan

Where is your opportunity

3rd Party competitive analysis, market benchmarking, strategy validation, opportunity identification



2. Market

How to impact the market

Empower your company selling more effectively, working more productively and taking strategic decisions based on insights, data and expert advice.

3. Sell

How to accelerate sales

Improve demand generation, achieve faster conversion rates, increase revenue, and develop long-term customer and partner relationships.

Insights: IDC's Data Solutions Provide Critical Guidance

MAP ICT DEMAND	PINPOINT OPPORTUNITIES	ASSESS MARKET & COMPETITIVE POSITION	DEFINE CUSTOMER TARGETS	BUILD SALES PIPELINE	OPTIMIZE YOUR PARTNER NETWORK
Black Books and Market Reports (CIS)	Spending Guides	Trackers	Tech Buyer Budget Benchmark	Contracts Database	Channel Partner Ecosystem
Total market view	Holistic ecosystem view by use case	Detailed vendor and technology segmentation	IT spend by company	Contracts details and renewal dates	Explore the Universe of potential partners for your offering
MI, Strategy, Research	MI, Strategy, Product Marketing, Research	MI, Strategy, Product Marketing, Sales	Sales, Marketing	Sales	Strategy, Sales, Partners, Business Development

Influence: IDC's Custom Solutions Strengthen Your Marketing and Sales Strategies.

BUSINESS VALUE TOOLS	SALES ADVISORY	CONTENT DEVELOPMENT	AUDIENCE DEVELOPMENT	ENHANCE YOUR EVENT
Auto assessment Tools and End Users Workshops	Win/Loss Analysis and Sales Workshops	Documents, Visual, Media	IDC Virtual and Physical Events	Speakers and Your Event Plus
Online lead-generation tools	Empower your sales team and partners	Developing compelling and relevant content	Invaluable time with business decision makers	Strengthen your event and reinforce your recruiting activities
GM, Strategy, Marketing, Business Development, Sales, Partners	GM, Strategy, Marketing, Business Development, Sales, Partners	Marketing, Sales, Partners	Marketing, Sales, Partners	Marketing

Thank you!

Pietro Delai
Research and Consulting Director, Latin America
pdelai@idc.com

Idc.com/latam

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