

## **IDC Predictions 2011: Welcome to the New Mainstream** [Frank Gens, IDC Predictions Team](#)

---

In 2011, a select group of disruptive technologies — cloud, mobile devices and apps, broadband connectivity, social networking, and analytics — will move beyond "early adopter" status, maturing and coalescing into a "new mainstream" platform for growth both for the IT industry itself and for the industries it serves.

- Worldwide IT spending growth will be a solid 5.7% as hardware growth moderates and software and services spending rebounds.
- Emerging markets, led by China, will continue to drive global IT spending growth, with 2.6 times the growth rate of developed markets, contributing over 50% of all new growth.
- Public and private cloud adoption will surge as two cloud "power position" battles enter high gear and "cloud computing" (as a buzzword) gets ready to fade.
- Cloud-driven datacenter transformations will pick up speed, with continuing integration of datacenter systems and "stacks," the arrival of "cloud ready" enterprise software, and a rising focus on service providers (SPs) as strategic customers.
- The mobility explosion will continue — with huge device volumes, new form factors, and millions (yes, millions) of mobile apps.
- Broadband networks will struggle — and innovate — to keep up as 4G wireless networks crawl to market, Ethernet exchanges mitigate wired bandwidth squeezes, and content delivery networks (CDNs) gain clout.
- 2011 will be a year of consolidation and convergence for social business software vendors as well as a year of strong social networking adoption growth in small and medium-sized businesses (SMBs).
- The expanding digital universe — reaching 1.8 trillion gigabytes — will drive demand for cloud-friendly information infrastructure and real-time analytics for "big data."
- "Intelligent industries" will put mobility and social networking to work to capture the surge in holiday mobile shopping, lay the groundwork to support the explosion in mobile payments, and enable next-generation healthcare.
- The IT and media industries will aggressively position for consumers demanding "I want my Web TV!" with Web-connected TVs, a battle among media/entertainment clouds to be your next (virtual) cable company, and explosive growth in mobile advertising.

---

### A propos d'IDC

IDC est le premier groupe mondial de conseil et d'étude sur les marchés des technologies de l'information. Plus de 1000 analystes répartis dans plus de 110 pays étudient les évolutions des technologies et des industries afin de permettre à nos clients de prendre des décisions stratégiques basées sur des données factuelles. IDC fournit aux acteurs du marché de l'informatique et des télécommunications l'ensemble des prestations d'études nécessaires à la définition et la mise en œuvre de leur stratégie et de leur tactique commerciale et marketing. IDC fournit aux utilisateurs des technologies informatiques et télécoms, aux cabinets de conseil et d'investissement, des outils de compréhension des offres du marché ainsi que des données économiques précises et fiables sur les marchés et leurs acteurs.