

IDC'S INDUSTRY TECHNOLOGY ADVANTAGE PROGRAM

Technology insights put into the context of your industry

IDC's Industry Technology Advantage Program helps IT executives bring forth technology solutions that are aligned with the organization's business objectives by combining industry-specific and technology-specific research together in one offering. By harnessing the power of IDC's 900+ global technology analysts and the 100+ industry analysts, this program offers IT executives insight on technology in the context of their own industry.

Why IDC?

IDC's Research Offering Maximizes Business Innovation and IT Alignment

The Industry Technology Advantage Program leverages the industry expertise of IDC's Insights lines of business and IDC's global research. As IT executives seek to align technology with business, our deep understanding of industry business initiatives and processes makes us the perfect partner for helping your organization achieve its strategic goals.

Focusing on energy, financial services, government, healthcare, manufacturing and retail industries, along with our global research, we cover over 200 technology markets including cloud computing, business analytics, outsourcing, enterprise mobility, sustainability, IT governance, data center, social media and many more.

The Industry Technology Advantage Program draws upon our global team of 1,000+ analysts (the largest global network of expert analysts in the industry) and the research we develop. IDC analysts are based in 54 offices around the globe, covering 110 countries, speaking 70 languages and able to assist global IT organizations with innovating and optimizing IT operations around the world.

What is included with the Industry Technology Advantage Program?

Strategic Insight

- Unlimited access to IDC Insights industry specific research and global team of 100+ industry analysts
- Unparalleled global portfolio of research and global team of 900+ analysts
- Dedicated Analyst Account Manager (AAM)
- 10 hours of IDC analyst inquiry
- Access to global IDC Research Studies

Community Network

- IDC Insights Community membership
- Access to all IDC Webcasts

Technology and Business Alignment

Bring forth technology solutions that are aligned with your organization's goals

Mitigate Technology Risks

Make decisions with more predictable outcomes

Technology Strategic Vision

Long-term strategic thinking and planning

Speed to Market

Identify and capitalize on new opportunities

IT Operational Performance

Increase the efficiency and reliability of IT investments

About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000+ IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 46 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

About IDC Insights

IDC Insights lines of business assist business and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Our global research and analysis is focused on mitigating technology risks, maximizing the effectiveness of IT investments, identifying new opportunities, and bringing forth technology solutions that are aligned with the organization's business objectives. IDC Insights' coverage includes the major industries of energy, financial services, government, healthcare and life sciences, manufacturing, and retail. Staffed by senior analysts with significant technology experience and industry expertise, IDC Insights provides a portfolio of offerings that are relevant to both IT and business needs. For more information, please visit www.idc.com, email insights@idc.com, or call 508-872-8200. Visit the IDC Insights Community at <http://idc-insights-community.com>.

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