

IDC Government Insights: Custom IT Research Access

AN IDC GOVERNMENT INSIGHTS RESEARCH ADVISORY SERVICE

Government executives rely on IDC Government Insights' *Custom IT Research Access* service for its flexible, cross-disciplinary research coverage, granularity in market information and analysis, and timely delivery. The ongoing service publishes specific data on government industry IT provider profiles, technology forecasts, market trends, and competitive and international market analyses which are critical to staying apprised of the IT marketplace. Government IT decision makers rely on this service for strategic IT planning support and vendor validation as well as technology road maps and product specific insights.

Approach

The IDC Government Insights' *Custom IT Research Access* advisory service presents the data and provides recommendations for government agencies that wish to maximize technology and improve operational efficiencies throughout their departments. IDC Government Insights regularly surveys government IT executives and the technology vendors that serve them to assist in IT planning and vendor validation during the year.

Topics Addressed

Throughout the year, this service will address the following topics:

- Computer systems and supporting devices
- Infrastructure software, IT services, IT support and integration
- Networking, storage, telecommunications
- Semiconductors
- Software application development and deployment
- Software application and information access
- Telecommunications and mobile computing

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- How does one assess and select the best technologies, IT suppliers, and products servicing the government?
- What new standards are being supported each year and how should one maximize the value of IT and its ROI?
- Which technology trends are critical in understanding market changes?
- How does one read and apply a vendor road map and enhance bargaining power and IT knowledge?

Who Should Subscribe

Government IT program managers who need to select the best technologies, software and services, and require continual information on IT suppliers to support their IT investment strategies and ROI models. As a program manager with overwhelming feeds of information, the subscriber will see improvements in service delivery of finding relevant research in a timely manner by using a dedicated analyst account manager included within the practice area.

Return on Research Investment

Core Benefits for Technology Buyers

- Improve service delivery of finding relevant research in a timely manner by using a dedicated analyst account manager
- Maximize a pool of inquiry hours and apply this inquiry time with analysts for consultation and data cuts
- Access to the global expertise of more than 1000 industry and market experts at IDC and within the IDC Government Insights organization

Standard Subscription Deliverables

IDC Government Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction and concise delivery of current, timely, and relevant research. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via www.idc-gi.com
- Discounted admission to specific IDC Government Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

Join Our Conversations

Our Insights Communities are designed to enable technology buyers to engage with our industry analysts, share knowledge and best practices, and connect with colleagues. To participate in our communities, members create a profile to:

- Participate in our discussions in our blogs, forums and polls
- Learn about and share best practices, tips, tricks and tools related to business/technology
- Network with colleagues and join groups within each industry
- Provide feedback to IDC's industry analysts and hear what we're up to

Visit us at: <http://idc-insights-community.com> and join our conversations.

Related Offerings

Related offerings to our industry-specific research practices include IT Spending Guides — segmented regional and country-level analysis by solution area; Go-To-Market Services (GMS) — a modular set of deliverables to assist clients in extending their market reach, validating their market strategy, and producing more responsive customer-centric marketing campaigns. In addition, IDC Government Insights experts are available for individualized consulting engagements and custom research to address specific challenges or to customize the results of our syndicated research offerings.

FOR MORE INFORMATION, PLEASE VISIT WWW.IDC-GI.COM.



IDC Government Insights provides government organizations and the IT vendors that serve them with research-based advisory and consulting services that enable government executives to maximize the value of their technology investments, minimize technology risk through accurate planning, benchmark themselves against industry peers, adopt industry best practices for organizational/technology alignment, make more informed technology decisions, and drive technology-enabled performance and innovation. IDC Government Insights provides full coverage of the government value chain, with special emphasis on developing and employing strategies that leverage IT investments to maximize organizational performance. Staffed by senior analysts with significant technology experience in government, IDC Government Insights provides a portfolio of research and advisory services that are relevant to the needs of the government and IT vendor communities. International Data Corporation (IDC) is a subsidiary of IDG, the world's leading technology media, research, and events company.