



IDC's IT Wallet Service *Specialty Coverage of the Banking Industry*

In today's challenging market, IT vendors need to be able to sell smarter. This means having a more intimate understanding of buyers, their unique business challenges and objectives, as well as their overall IT purchasing behavior and priorities. *IDC's IT Wallet Service* arms specialty vendors targeting the **Banking Industry** with a tool that allows them to:

- Understand where, how, and on what banks are allocating their IT budgets
- Support sales and marketing organizations with the specific information needed to properly position their resources for maximum efficiency

Gain a Competitive Edge:

The *IT Wallet Service* provides vendors with an analysis of the top spenders on IT products and services, and examines how IT buying behavior differs by company. The *Wallet* shows how the technology product mix differs by the largest companies within the banking industry, and provides a forecast of expected growth in spending. These insights provide vendors and suppliers with the information they need to best position and sell their products and services within the banking industry.

Service Benefits:

IDC's *IT Wallet* service provides spending estimates for approximately 250 of the world's largest banks, allowing vendors to:

- Understand the specific IT buying behavior and strategies of their customers and partners in the banking industry, enabling more targeted sales and marketing plans for named accounts;
- Discover how much banks are spending on IT in the United States and in different regions worldwide, enabling sales to allocate resources more effectively and;
- Tackle sales aggressively by identifying new prospective clients, and measure market share for existing customers.

2010 Worldwide IT Wallet 2008 - 2010 Spend Estimates

ITC Spend (\$USD MM)

HQ Country	(All)	▼
Public/Private	(All)	▼
Region	(All)	▼
Industry	Banking	▼
Technology	(All)	▼
Global Ultimate DUNS	(All)	▼

Parent Company	Subsidiary	Data		
		2008	2009	2010
ABN AMRO Holding N.V.	ABN AMRO Holding N.V.	-	-	-
Abu Dhabi Commercial Bank	Abu Dhabi Commercial Bank	-	-	-
Alliance & Leicester plc	Alliance & Leicester plc	-	-	-
Allianz SE	Banking	-	-	-
Allied Irish Banks plc	Allied Irish Banks plc	-	-	-
American Express Company	American Express Company	-	-	-
ANZ National Bank Limited	ANZ National Bank Limited	-	-	-
Aozora Bank Ltd.	Aozora Bank Ltd.	-	-	-
Arab National Bank	Arab National Bank	-	-	-
AXA	Banking	-	-	-
Banca Monte dei Paschi di Siena SpA	Banca Monte dei Paschi di Siena SpA	-	-	-
Banca popolare dell'Emilia Romagna s.c.r.l.	Banca popolare dell'Emilia Romagna s.c.r.l.	-	-	-
Banco Bilbao Vizcaya Argentaria	Banco Bilbao Vizcaya Argentaria	-	-	-
Banco Comercial Português S.A.	Banco Comercial Português S.A.	-	-	-
Banco de Sabadell SA	Banco de Sabadell SA	-	-	-
Banco do Brasil S.A.	Banco do Brasil S.A.	-	-	-
Banco Espirito Santo SA	Banco Espirito Santo SA	-	-	-
Banco Popular Espanol SA	Banco Popular Espanol SA	-	-	-
Banco Santander, S.A.	Banco Santander, S.A.	-	-	-
Bangkok Bank Public Co. Ltd.	Bangkok Bank Public Co. Ltd.	-	-	-
Bank Hapoalim BM	Bank Hapoalim BM	-	-	-
Bank Leumi Le-Israel BM	Bank Leumi Le-Israel BM	-	-	-
Bank of America Corporation	Bank of America Corporation	-	-	-
Bank of Beijing Co., Ltd.	Bank of Beijing Co., Ltd.	-	-	-
Bank of China	Bank of China	-	-	-

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