

IDC's IT Wallet Service

Specialty Coverage of the Energy 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 **Utility** and **Oil & Gas industries** with a tool that allows them to:

- Understand where, how, and on what energy companies 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 energy 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 energy industry.

Service Benefits:

IDC's *IT Wallet* service provides spending estimates for more than 300 utility and oil & gas companies, allowing vendors to:

- Understand the specific IT buying behavior and strategies of their customers and partners in the energy industry, enabling more targeted sales and marketing plans for named accounts;
- Discover how much energy firms 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)

		Data		
Parent Company	Subsidiary	2008	2009	2010
<input type="checkbox"/> Acergy SA	Acergy SA	-	-	-
<input type="checkbox"/> AES Corp.	AES Corp.	-	-	-
<input type="checkbox"/> Aker ASA	Aker ASA	-	-	-
<input type="checkbox"/> Alpiq Holding AG	Alpiq Holding AG	-	-	-
<input type="checkbox"/> Anadarko Petroleum Corp.	Anadarko Petroleum Corp.	-	-	-
<input type="checkbox"/> Apache Corp.	Apache Corp.	-	-	-
<input type="checkbox"/> ATCO Ltd.	ATCO Ltd.	-	-	-
<input type="checkbox"/> BASF SE	Oil and Gas	-	-	-
<input type="checkbox"/> Berkshire Hathaway Inc.	MidAmerican	-	-	-
<input type="checkbox"/> BG Group plc	BG Group plc	-	-	-
<input type="checkbox"/> BHP Billiton Ltd.	BHP Billiton Ltd.	-	-	-
<input type="checkbox"/> BJ Services Company	BJ Services Company	-	-	-
<input type="checkbox"/> BP plc	Exploration and Production	-	-	-
	Gas, Power and Renewables	-	-	-
	Refining and Marketing	-	-	-
<input type="checkbox"/> British Energy Group plc	British Energy Group plc	-	-	-
<input type="checkbox"/> Canadian Natural Resources Limited	Canadian Natural Resources Limited	-	-	-
<input type="checkbox"/> Centrais Electricas Brasileiras S.A.	Centrais Electricas Brasileiras S.A.	-	-	-
<input type="checkbox"/> Centrica plc	Centrica plc	-	-	-
<input type="checkbox"/> CEZ, a.s.	CEZ, a.s.	-	-	-
<input type="checkbox"/> Chevron Corp.	Corporate and Other	-	-	-
	Downstream - Refining, Marketing and Transportation	-	-	-
	Upstream - Exploration and Production	-	-	-

For More Information, Contact:

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