



IDC's IT Wallet Service

Specialty Coverage of the Manufacturing 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 **Manufacturing Industry** with a tool that allows them to:

- Understand where, how, and on what manufacturers 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 manufacturing 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 manufacturing industry.

Service Benefits:

IDC's *IT Wallet* service provides spending estimates for more than one thousand manufacturers, allowing vendors to:

- Understand the specific IT buying behavior and strategies of their customers and partners in the manufacturing industry, enabling more targeted sales and marketing plans for named accounts;
- Discover how much manufacturers 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	(Multiple Items)	▼
Technology	(All)	▼
Global Ultimate DUNS	(All)	▼

Parent Company	Subsidiary	Data		
		2008	2009	2010
3Com Corporation	3Com Corporation	-	-	-
3M Co.	Consumer and Office	-	-	-
	Corporate and Other	-	-	-
	Display and Graphics	-	-	-
	Electro and Communications	-	-	-
	Health Care	-	-	-
	Industrial and Transportation	-	-	-
	Safety Security and Protection Services	-	-	-
A. Schulman, Inc.	A. Schulman, Inc.	-	-	-
Aalberts Industries NV	Aalberts Industries NV	-	-	-
AAR Corp.	AAR Corp.	-	-	-
AarhusKarlshamn AB	AarhusKarlshamn AB	-	-	-
ABB Ltd.	ABB Ltd.	-	-	-
ACCO Brands Corporation	ACCO Brands Corporation	-	-	-
Acer Inc.	Acer Inc.	-	-	-
Actuant Corp.	Actuant Corp.	-	-	-
Acuity Brands, Inc.	Acuity Brands, Inc.	-	-	-
ADC Telecommunications Inc.	ADC Telecommunications Inc.	-	-	-
Adidas AG	Adidas AG	-	-	-
Advanced Medical Optics Inc.	Advanced Medical Optics Inc.	-	-	-
Advanced Micro Devices Inc.	Advanced Micro Devices Inc.	-	-	-
Advanced Semiconductor Engineering Inc.	Advanced Semiconductor Engineering Inc.	-	-	-

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