

Customer Insight Into How to Develop, Sell, and Deliver IT Services to the Mid-Market

*An IDC Special Study**

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| OBJECTIVE | The mid-market (companies with 100 to 1,000 employees) represents a rising opportunity for services providers. Growing at twice the rate of the large business services market, the mid-market is still not well understood by services firms traditionally focused on larger customers. This IDC special study will help services providers better understand, develop, market, and sell IT services to the mid-market, and enhance their ability to communicate the value of their services to the specific SMB audience. |
| METHODOLOGY | IDC conducted a web-based survey of IT and business professionals knowledgeable about or influencing their company's acquisition and use of IT services in approximately 500-1000 mid-sized end-user companies in the United States as well as a small control group of companies over 1,000 employees. |
| SUBSCRIBER VALUE | <p>This study will help subscribers to:</p> <ul style="list-style-type: none"> • Identify pockets of demand for different services by customer type • Understand how customers buy now and how they will prefer to buy in the future • Identify selection criteria for IT services and providers • Understand customers' perceptions of particular vendors across the services spectrum • Understand current and future buying plans for specific categories of IT services • Identify influencers in the purchase process • Determine how mid-market customer needs differ from large enterprises. |
| CORE PROJECT DELIVERABLES AND PRICING | <p>Final Report: This report is in the form of a PowerPoint presentation (~35 slides) that gives a detailed review of the study findings. This document will also provide services vendors with reliable data and analysis to better understand and build offerings for the mid-sized customer marketplace.</p> <p>Presentation of Study Findings: This will be a web-based presentation of the aggregated study findings as well as essential guidance on how services companies should adjust their go-to-market approaches to resonate with mid-market customers.</p> <p>Subscriber 30 Minute Q&A Session: Each subscriber will have an opportunity to ask questions about the study findings in a dedicated session with an IDC analyst.</p> <p>Price: \$7,500</p> |
| AVAILABLE ADD-ON OPTION | Personalized Webcast: Subscribers can request a personalized presentation of the study findings for an additional cost. |
| FOR MORE INFORMATION | <p>Rebecca Segal, rsegal@idc.com, 508.935.4321</p> <p>Merle Sandler, msandler@idc.com, 508.988.6741</p> |

***Note: This offering is a subset of the data presented in IDC's Multiclient Study, Selling and Delivering Mid-Market IT Services 2007: A Demand Side Study**