



Worldwide IT Spending Patterns: The Worldwide Black Book (Standard Edition)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Since 1989, IDC has supported ICT suppliers and financial investors with our industry-standard study on the state of ICT spending in every region around the world. The *Worldwide Black Book* is IDC's quarterly analysis of the status and projected growth of the worldwide ICT industry in 54 countries. As the benchmark for consistent, detailed market data across six continents, the *Worldwide Black Book* offers a profile of the ICT market in each of the countries where IDC is currently represented.

Markets and Subjects Analyzed

- Hardware: Servers, storage, printers/MFPs, PCs, monitors, smartphones, and tablets/eReaders
- Packaged software: Applications, application development and deployment tools, and system infrastructure
- IT services: Planning, implementation, support services, operations, and training and education
- Telecom equipment, mobile phones, and telecom services (fixed line and wireless)

Core Research

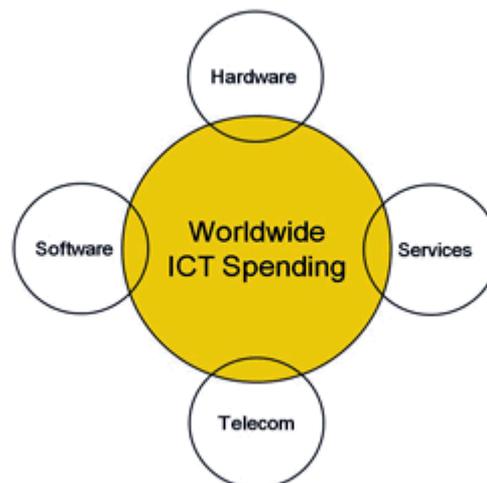
- Quarterly Delivery of Worldwide ICT Spending Forecasts
- Worldwide Black Book
- Quarterly ICT Spending Update

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Worldwide IT Spending Patterns: The Worldwide Black Book \(Standard Edition\)](#).

Key Questions Answered

1. What are the key emerging markets and ICT hotspots around the world?
2. What proportion of overall ICT budgets are allocated to hardware, software, and services spending?
3. How do Asia/Pacific and Europe, the Middle East, and Africa (EMEA) differ in ICT investment strategies?
4. What is the impact of economic trends on ICT spending, including the impact of the debt crisis in Europe?
5. Which market sectors are expected to enjoy the largest share of investment in the next five years?

Product Snapshot



Country Coverage

IDC's *Worldwide IT Spending Patterns: The Worldwide Black Book (Standard Edition)* service examines IT spending patterns and forecasts across the following country markets:

Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand, Vietnam, Bulgaria, Croatia, the Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, Egypt, Israel,

Saudi Arabia, South Africa, Turkey, the United Arab Emirates, Canada, the United States, Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom.

Custom Research and Go-to-Market Solutions

For IT suppliers or IT buyers doing business planning and budgeting, sales and marketing, or performance measurement, we have the custom offerings to optimize your success at every stage of your business. Our data- and content-driven approach helps you make better decisions, drive more effective marketing programs, and effectively measure your success — resulting in a greater return on your investment.

- Custom Analytics
- Buyer Behavior
- Content Marketing
- Lead Generation
- Social Media Marketing
- Business Value
- Partnering
- Thought Leadership



Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 47 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

IDC Global Headquarters, 5 Speen Street, Framingham, MA 01701, P.508.872.8200 F.508.935.4015.

For a complete list of IDC's worldwide offices, visit www.idc.com/offices