

# Global IT Advisor

AN IDC ACCESS SERVICE

IDC's *Global IT Advisor* (GITA) service provides its clients with flexible, cross-disciplinary research coverage, granularity in market data and analysis, and world-class support. Up-to-date IT market perspectives, technology forecasts, vendor assessments, and international market information are critical to staying apprised of the technology industry. Business executives rely on GITA for strategic planning advice, product and market intelligence, and competitive analysis. IDC's *Global IT Advisor* service is designed for companies with broad market intelligence needs including ad and PR firms, channel providers, and management consultancies. Such organizations work across a myriad of technologies, industries, and geographies with unique demands, and as a result, they need to rely on the flexibility that the GITA program offers.

## Address Key Business Issues

IDC's research addresses the following issues critical to business success:

- Keeping pace with the ever-changing IT market from a worldwide, regional, and/or local perspective
- Assessing and mapping market demand and competition
- Identifying and evaluating the key market trends, best partners, and use cases
- Third-party validation to help with proof points in a client acquisition process
- Objective and actionable advice on strategic decisions, provided by IDC's global analyst team

## Trusted Partner for Success

### *World-Class Customer Experience*

Each client is assigned a dedicated client relationship manager (CRM) who is the single point of contact for all IDC information requests. IDC's CRMs are continually noted for their best-in-class customer experience, including providing the industry's leading responsiveness. The CRM is chartered with understanding the client's changing focus and needs, providing the relevant IDC resources that are best suited to fulfill the mission, and ensuring that clients receive maximum value from their IDC relationship.

### *Direct Analyst Inquiry Access*

Through the dedicated CRM, clients have access to the global expertise of more than 1,100 industry and market experts. IDC analysts help clients extend their in-house planning and intelligence; obtain strategic and tactical advice on specific markets, companies, technologies, and products; and provide third-party validation.

### *www.idc.com*

IDC's personalized website allows instant access to the most up-to-date information and analysis anytime, anywhere. Clients are able to personalize alerts based on what they care about and receive immediate updates.

### *Flexible Support*

Clients receive a pool of inquiry hours. These hours may be applied toward inquiry time with IDC analysts, consulting engagements, onsite analyst presentations, custom telebriefings, event registrations, and/or the purchase of additional IDC products.

### *Events*

IDC events cover the hottest trends shaping the IT and communications industries. IDC clients receive invitations to participate in conferences, breakfast briefings, telebriefings, web conferences, and other IDC events held throughout the year.

## Technology Coverage Areas

IDC's research activities span a wide range of topics, including the following:

- Analytics
- Artificial intelligence
- Cloud technologies
- Consumer technology
- Customer experience
- Infrastructure software
- Internet of Things
- Mobility
- Networking
- Print and digital output
- Security
- Semiconductors
- Small and medium-sized businesses
- Software application development and deployment
- Storage
- Telecommunications