



CMO Advisory Service

AN OFFER FROM THE IDC EXECUTIVE ADVISORY GROUP

Insights and Top Actions for the IT Marketing Executive

IDC's *CMO Advisory Service* provides marketing executives and their operations counterparts with deep research and industrywide best practices to plan investments, prepare marketing operations, mobilize resources, and measure results. IDC has unique access to IT vendors and routinely surveys these companies on detailed marketing investments for all major marketing spending areas and organizational structures. In addition, IDC collaborates with leading marketing organizations to identify best practices and develop case studies to enhance marketing execution, operations, and performance.

The Challenges for Today's IT Marketing Executive

As the IT industry matures, shifting from a demand response to a demand creation environment, marketing executives face a difficult set of complex business and management issues. Improving marketing effectiveness is one of the top priorities for IT marketing executives.

- How does my company compare with the IT industry in terms of marketing expense and marketing performance metrics?
- How can I improve the skill sets of my marketing organization?
- What is the optimal size and structure for my marketing organization?
- How do I bring the voice of the customer into my company's go-to-market execution?

Service Deliverables

Strategic Planning and Benchmarking Tools

A series of analytical studies provides key insights for planning activities and includes the following:

- The *Marketing Investment Planner: Benchmarks and Key Performance Indicators* provides investments, operations, and performance-related benchmarks and metrics to support organizational budgeting, execution, and measurement.
- The *IDC Performance MatrixSM* draws a correlation between marketing investments and performance to identify best-in-class companies.
- The *Marketing Barometer* assesses investment levels and issues topping executive agendas across the tech industry.
- The *Custom Benchmark Analysis* compares organizations against a select target group from the IDC Executive Benchmarking

Database and provides a comprehensive gap analysis with actionable recommendations.

The Marketing Operations Board

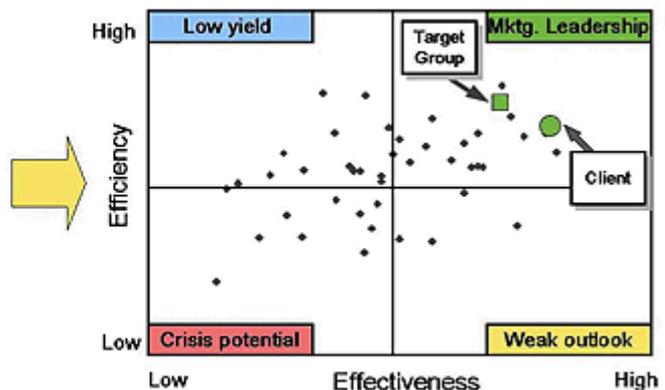
- This executive Board meets three times per year. Client members assemble to learn and share with the industry's best practitioners.
- Marketing management issues that arise across the industry are addressed.
- Peer-to-peer networking adds to the learning mix.
- Best practices topics include performance measurement, leads management, sales and marketing alignment, interactive marketing, and others.

Inquiry Support

- Unlimited inquiry access to practice analysts, including facilitated member-to-member discussions on request.

How Does Your Marketing Stack Up?

	Efficiency	Effectiveness	Marketing Mix	
Attribute	KPI	Client	Target Group	
Marketing Investment	MBR	3.2%	4.0%	
	Investment Change	2%	8%	
	A-D	45%	50%	
Staff Efficiency	P-to-P	62%	64%	
	Outsourcing Ratio	60%	50%	
	Throughput Ratio	\$325,000	\$275,000	
	Rev./Staff	\$8.9M	\$7.2M	



Executive Advisory Group Research Foundation

Tech Marketing Benchmarks Database

This unique database of investment and performance benchmarks was developed by IDC's Executive Advisory Group to help executives develop competitive budgets, transform organizations, and measure results. The database represents 100+ of the IT industry's largest and most influential vendors accounting for over \$400 billion in revenue. IDC applies a proprietary methodology to normalize data and provide accurate comparative benchmarks.

Tech Marketing Barometer

Each year IDC's Executive Advisory Group surveys and interviews nearly 200 tech industry business executives on investment and business imperatives for the coming year. Relevant results are published into IDC's Global Leadership Boards but also serve as a valuable tool for custom requests, particularly those related to internal misalignment considerations.

Consulting Capabilities

IDC provides marketing-specific consulting capabilities to complement the CMO Advisory Service benefits. Sample engagements include:

Best Practices Gap Analysis

IDC can assess several areas of a client's marketing processes versus those of industry best practitioners' and provide a road map for process improvement.

Marketing Organization Assessment

IDC can provide a top-to-bottom assessment of a client's marketing organization to determine optimal marketing staffing levels and head count mix to support both local and global marketing strategies.

Development of MPM Processes

IDC works with clients to design and implement marketing performance measurement processes to increase understanding of program effectiveness and drive return on investment.

Brand Investment Analysis

The IDC Brand Equity Index and Investment Analysis provides a road map for brand investment that combines the factors of current brand investment, customer awareness and preference, marketplace position, and available market opportunity.

IDC Executive Advisory Group

The IDC Executive Advisory Group provides IT industry executives with research-based guidance and peer forums to support planning, budgeting, operational, and market execution decisions. Led by senior industry practitioners who have directly experienced client and member challenges, the IDC Executive Advisory Group is uniquely positioned to help IT vendor executives with their most pressing business issues and informational needs.

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