IDC IT Executive Program

Actionable research, KPIs, benchmarks and best practices for your technology strategy
IDC has Unparalleled Reach & Reputation

Proven as a Trusted Advisor
- 50+ years of global, regional & local expertise on technology & industry trends in more than 110 countries

Vast Data & Rigorous Methodologies
- 1B+ data points produced across 500+ markets and 5,000 research documents published annually

Direct Access to Expert Analysts
- 1,100 analysts in over 50 countries advising technology suppliers, business leaders and Wall Street

Our Vision:
IDC will change the way the world thinks about the impact of technology on business & society.
IDC has Unmatched Media Coverage

Media Mentions Prior 12 Months
Ending June 2020

IDC has been ranked #1 in business press mentions for more than a decade.

In the last 5 years IDC has been cited an average of nearly 23,000 times per year, or over 110,000 mentions.

Leading tech supplier customers continue to leverage IDC data in high visibility advertising campaigns with global reach.

IDC has been cited in over 100 IPO filings since 2014.

Source: Factiva. “Other” includes Canalys, Frost & Sullivan, Omdia (formerly Ovum) and 451 Research.
Driving Digital Strategies and Leadership Transformation

FUTURE ENTERPRISE
- Frame Tech & Biz Requirements
- Align IT and Business with DX Use Cases
- Scaling IT’s New Hosting Strategy
- Practical Innovation & Technology Planning
- Transform Customer & Employee Experience
- KPIs, Metrics, and Cost Management

INDUSTRY TRANSFORMATION
- Oil & Gas
- Utilities
- Mining
- Manufacturing
- Retail Hospitality & Dining Media
- Health Life Sciences
- Financial Services Insurance
- Government Smart Cities Education

CIO EXECUTIVE COUNCIL
- CIO Peer-to-Peer Executive Connections
- Brand Management
- Leadership Dev.: Custom Program
- Corporate Advisory Services: Joining a Board
- Executive Coaching
- CIO Group Mentoring Certification Program
- Women in IT Coaching Program

USE CASE CENTRIC INNOVATION
- Cloud
- AI
- IoT
- 3D Printing
- Blockchain
- AR/VR
- Robotics
- 5G & Mobile
- Big Data / Analytics
- CyberSecurity & Future of Trust

VENDOR SOURCING & MANAGEMENT
- Tech Evaluation, RFP Support & Vendor Selection
- Agile Sourcing: Strategic Alignment with IT and LOB
- IT Asset Optimization
- IT Deal Benchmarking
- Document Savings to Stake Holders Practices
- Audit Review and Defense

Note: Optional Fee Service

A Comprehensive Offering:
- Unlimited Research Access
- Unlimited Analyst Access

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IDC’s IT Executive Program is committed to supporting your business globally in your Digital Transformation journey. We help clients mitigate risk, apply innovation, speed time to market, and drive business outcomes across IT and the line of business.
84% of Organizations Worldwide are on a Digital Transformation (DX) Journey

**PLAN**
Organizations that don’t have a vision for digitally transforming and a digital strategy will not succeed.

**EXECUTION**
Successful execution will depend on the roadmaps created for your organization’s DX. What are your strategic priorities? What programs will you invest in? What projects will be funded first?

**COMPETITIVE ADVANTAGE**
The technologies your organization invests in will determine what you can achieve as competitive advantage.

**SPEED**
The digital economy will be won based on an organization’s ability to innovate and bring that innovation to market. Organizations that can partner effectively with their technology suppliers will be able to bring innovation to market faster.

SUCCESS CRITERIA FOR THE DIGITAL ECONOMY
Shaping IT for the Future Organization

**Research Addressing Critical Questions:**

- What is the new role of technology & business leaders, and what is the path to get there?
- What are the top industry use cases and how should they be prioritized?
- What is the new due diligence with new and emerging technologies?
- How should AI be implemented? Is blockchain ready?
- What are the new KPIs to measure and communicate progress?
- What is the right Org Structure for our current stage of maturity?
- What are the new capabilities that are going to reshape business & technology expertise?
- What are peers doing with new technologies such as AI/ML? What sort of challenges are peers seeing & how are they handling them?
IDC is Prepared for the Shift in C-Level Agendas

Launched 9 global research Practices that connect technology to business outcomes
Accelerated Pathways to Becoming a **Digital Native** Organization

- 770+ Industry-Specific Use Cases for inclusion in your roadmaps
- DX Roadmaps

- Digital maturity benchmarks to assess how your organization compares with industry peers
- DX Benchmarks

- Architectural maps for the **New Digital Enterprise Platform** – Rearchitected for Scale placing data at its core
- DX Platform

- Dozens of **New KPIs & Metrics** specifically developed for the digital enterprise
- DX Performance

- Research identifying **New Org Structures** based upon your current stage of DX maturity
- DX Organization

- Blueprints for the **New DX Capabilities**
- DX Capabilities
Broad Base of Deep Global Insight

Broad Base of New-Primary Research on Core and New/Emerging Technologies critical to an organization’s IT modernization & transformation initiatives, and the rate at which they can do it!
IDC’s Decision-Making Research Methodology:

**IDC DecisionScapes**

**EXPLORE**

**ANTICIPATE, PLAN, PREPARE**

Understand Business Requirements and Technology Options

- Drive change by understanding future trends and their impact on IT
- Anticipate and create bridges to essential new technologies
- Understand specific technology lifecycle’s business impact, adoption patterns, adoption timing

**ALIGN**

**PRIORITIZE INVESTMENTS**

Create Strategy for Technology Initiative

- Create implementation strategies for new technologies and approaches
- Decide on needed technology investments and implementation timelines
- Assess and compare organizational maturity in critical areas

**ENGAGE**

**DEPLOY, IMPLEMENT AND OPTIMIZE**

Implement a Technology Initiative and Optimize

- Learn about best practices to accelerate digital strategy
- Identify emerging vendors with innovative new technologies or business models
- Identify vendors and partners for specific projects or funding opportunities
Assess Your Digital Transformation (DX) Strategy

IDC IT Executive Programs Workshop
IDC MaturityScape: Digital Transformation (DX)

**Ad Hoc**
Business and IT digital initiatives are disconnected and poorly aligned with enterprise strategy, and not focused on customer experiences.

**Digital Resister**
Business and IT digital initiatives are disconnected and poorly aligned with enterprise strategy, and not focused on customer experiences.

**Opportunistic**
Business has identified a need to develop a digitally enhanced, customer-driven business strategy, but execution is on a project basis. Progress is not predictable nor repeatable.

**Digital Explorer**
Business has identified a need to develop a digitally enhanced, customer-driven business strategy, but execution is on a project basis. Progress is not predictable nor repeatable.

**Digital Player**
Business-IT goals are aligned at enterprise level around the creation of digital products and experiences, but not yet focused on the disruptive potential of digital initiatives.

**Digital Transformer**
Integrated, synergistic business-IT management disciplines deliver digitally enabled product/service experiences on a continuous basis.

**Digital Disruptor**
Enterprise is aggressively disruptive in the use of new digital technologies and business models to affect markets. Ecosystem awareness and feedback is a constant input to business innovation.

**Managed**

**Optimized**
Identifying Technologies That Will Enable You to Transform Your Business

**IDC TechBrief**

Informs IT executives about a single technology. It focuses on the key areas surrounding a technology such as the benefits, risks, success factors, adoption rate, and required investment.

**Technology Description**

A new way to package applications that logically reflect code and dependencies using fewer resources than virtual machines

**Benefits**

Faster time to market and more agility for customers requesting new application functionality

**Risks**

Expect significant evolution in the container ecosystem; the container format is stable, but orchestration solutions are vying for market share

**Critical Success Factor**

Process integration, automation, and agile development are expected benefits

**Investment**

Executives should allocate at least 1-2% of their application development budget toward container experimentation

**Adoption**

Less than 7% of large enterprise IT organizations are using container technology today; however, IDC expects this rate to triple in 2017

**IDC TechScape**

Mitigates technology risk by helping organizations align their tolerance for risk with the anticipated maturation of a technology.


IDC TechScapes cover the technologies needed for DX programs
The Business Impact of Selecting the Right Innovation Partners

IDC MarketScapes

Short list your technology vendors with fact-based vendor assessments. Published documents for over 200 technologies.

IDC Innovators

Profiles of hundreds of emerging technology companies covering key digital investment areas: PaaS, IoT platforms, robotics, containers, DevOps infrastructure automation, operations analytics, security, behavioral analytics, AI.

Sample Topics Include:

- Analytic Applications for Manufacturing
- Behavioral Analytics and Identity Awareness
- Cloud-Enabled Mobile Security Products
- Cloud-Managed Network Monitoring
- Cloud Services Enablement
- Composable/Software-Defined Infrastructure
- Container Technology
- DevOps Infrastructure Automation
- Enterprise Mobile Application Development Platforms
- Enterprise Platforms for Smart Eyewear
- Internet of Things Platforms
- IT Operations Analytics

- Location-Based Smart City Civic Engagement Tools
- Machine Learning in Healthcare
- Machine Learning–Based Text Analytics
- Mobile Apps for U.S. Political Engagement
- Platform as a Service
- SD-WAN
- Smart City Open Data Platforms
- Self-Service Data Preparation
- Talent Discovery
- U.S. Financial Compliance, Fraud, and Risk Analytics
- U.S. Virtual Care Solutions
- Warehouse Robotics
- Worldwide Image Analytics
Advising on Technology in the Context of Industry

**IDC Energy Insights**
- Agile Energy
- Energy as a Service
- Agile Mining Operations

**IDC Manufacturing Insights**
- Collaborative Innovation
- Engaging Consumer Experience at Scale
- Creating Experience Ecosystems
- Technology as a Service

**IDC Financial Insights**
- Connected Banking
- Contextual and Value-Centric Insurance
- Capital Markets: Integrated Investing

**IDC Retail Insights**
- Experiential Retail
- Experiential Hospitality, Dining and Travel
- Ubiquitous Content Delivery

**IDC Health Insights**
- Value-Based Health
- Knowledge-Based Medicine

**IDC Government Insights**
- Smart Cities and Communities
- Transformative Academia
- Effective National Government
Introduction
IDC Financial Insights' works with financial institutions to achieve success through connected banking, the creation of value through open, agile, and secure infrastructures, creating dynamic customer experiences, and delivered to banking and payments customers worldwide.

Our global team of analysts, with decades of industry experience, advise financial institutions how to supplant the functionality of legacy systems with digital technologies that will improve efficiency and profitability, engage the customer in a meaningful way while reducing risk and fraud.

By 2024, 40% of banks will partner with fintech disruptors through cloud ecosystems to offer real-time payment overlay products addressing business and cross-border challenges.
What is an IDC Use Case?

**Strategic Priority**
What an organization expects to accomplish over extended period of time to achieve the mission.

**Programs**
A long-term plan of action to achieve the strategic priorities.

**IDC Use Cases**
Discrete funded projects that support a business goal. Includes technology.
**PROGRAMS**

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**USE CASES**

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Integrated Investing
Digital Roadmap

**HORIZON 1**
Use cases that are deployed today

- Amplified alpha
- Augmented investment decisions
- Outperforming predictive analytics
- Micro-investing as a service
- Financial Planning as a service
- Real-time financial advice (robo-advisors)
- Intelligent CRM
- Digital KYC on-boarding
- Optimized fulcrum model
- Intelligent pricing
- Smart portfolio management
- Automated rebalancing
- Proprietary indexing
- Accurate valuations
- Retailization of alternative investments
- Specialized financial planning
- Transparent price management
- Continuous client monitoring
- Improved governance
- Suitable compliance
- Open API custodial platforms
- Shelf space rationalization
- Integrated Advisory Platforms
- TAMP Unbundling
- Mutualized trade processing
- Real-time settlement and reconciliation
- Unified workflow connectivity
- Unified trade workflow
- Tokenized funds
- Universal client profile
- Sentiment analytics
- De-biasing of investment behavior
- Data marketplaces
- Adding price transparency
- Tokenization of illiquid assets
- Mutualized trade processing

**HORIZON 2**
Use cases that are being incubated

**HORIZON 3**
Use cases that imagine the possibilities

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Fact-Based Research

- Asia/Pacific Banking Customer Centricity
- Asia/Pacific Financial Services IT Strategies
- China Financial Digital Transformation Strategies
- Consumer Banking Engagement Strategies
- European Banking Digital Transformation Strategies
- Middle East and Africa Banking IT Strategies
- North America Digital Lending

- Worldwide Banking Digital Transformation Strategies
- Worldwide Banking IT Spending Guide
- Worldwide Capital Markets IT Spending Guide
- Worldwide Compliance, Fraud, and Risk Analytics Strategies
- Worldwide Corporate Banking Digital Transformation Strategies
- Worldwide Insurance Digital Transformation Strategies
- Worldwide Insurance IT Spending Guide
Canadian Research Access

- Canada: Future of Industries (Learn More)
- Canada: Future of Intelligence (Learn More)
- Canada: Future of Work (Learn More)
- Canadian Cloud Platforms (Learn More)
- Canadian Communications Market Drivers and Strategies (Learn More)
- Canadian Datacenter Infrastructure: Sales Accelerator (Learn More)
- Canadian Digital Transformation: Application & Professional Services (Learn More)
- Canadian ICT Executive: Digital Transformation Strategies (Learn More)
- Canadian Internet of Things Ecosystem and Trends (Learn More)
- Canadian Managed Cloud Services (Learn More)
- Canadian Mobile Consumer and Connected Life (Learn More)
- Canadian Security Solutions: Sales Accelerator (Learn More)
- Canadian Software as a Service (Learn More)
- IDC Government Insights: Canadian IT Opportunity (Learn More)
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<th><strong>UNLIMITED RESEARCH ACCESS</strong></th>
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<tr>
<td>Global Team of 1,100+ Analysts</td>
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<tr>
<td>• Unlimited 1-Hour Analyst Calls with any of IDC’s 1,100+ analysts around the world</td>
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<td>• Any colleague from the same organization can join any analyst call, they DO NOT need a separate user licence</td>
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<td>• Unmetered Access to IDC’s Global Technology Research Portfolio</td>
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<td>▪ No Limit to the Amount of Research/Reports a User May Download/Access.</td>
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<td>Your dedicated CRM should be viewed as an extension of your team. Your CRM proactively manages the relationship, learning your business objectives and key technology initiatives, challenges,...etc., to help proactively send out relevant research. Your CRM schedules all analyst calls, helps find any specific research, holds monthly “touch-base” calls and quarterly Business Value Review (BVR) calls...etc.</td>
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<tr>
<th><strong>OPEN/FREE ACCESS TO ALL IDC &amp; IDG EVENTS WORLDWIDE</strong></th>
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<td>IDC and IDG host hundreds of events around the world every year, including live conferences, summits, roundtables, roadshows, web conferences...etc. IDC also sponsors dozens of events in the U.S., where clients can get complimentary access or reduced fee access.</td>
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<th><strong>CIO EXECUTIVE COUNCIL (Optional Add-on)</strong></th>
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<td>Leadership Development Programs</td>
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Contact Info

Brian Howden, Sales Director, IT Executive Programs

Bhowden@idc.com

416-673-2273