IDC’s Financial Industry Technology Advantage Program helps financial services businesses and IT leaders by providing insights on business and technology issues facing the banking, insurance, securities and investments industries. This unique research and advisory service allows you to harness the power of IDC’s 35+ Canadian analysts, plus over 1,100 global analysts, to stay informed on the key IT trends, solutions, vendors and best practices that are shaping the future of IT.

IDC’s Financial Industry Technology Advantage Subscription Program is an umbrella subscription service, providing unlimited access to reports on idc.com, plus research, analysis and insights across four main content themes:

1. **CIO & Technology Professionals Strategic to Operational Initiatives**

   This body of research recognizes that an IT leader’s time is consumed by three pressing requirements:

   - To engage in and respond to an innovative, rapidly changing business environment
   - To keep existing IT systems operating efficiently and effectively, and
   - To control costs wherever possible

   With its extensive library of IDC DecisionScape reports, research-based studies, and best practice documents, we enable IT leaders to align themselves to their organizations' strategic needs in the face of these demands.

   The key themes of the CIO and Technology Professionals specific body of research is illustrated below:

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Click here for more information
IDC provides more than 150 technology specific research programs providing critical insight on trends, new products and solutions, competitive vendor positioning, and business and consumer use cases.

Some of the technology segments analyzed include:
- Big Data/Analytics
- Business Services
- Cloud Technologies
- Computer Systems
- Consumer Technology
- Datacenters
- Enterprise Communication Infrastructure
- Infrastructure Software
- Innovation Accelerators
- IT Market Overview & Perspectives
- IT Services
- Mobility
- Networking
- Print & Digital Output
- Security
- Social Business
- Software Application & Information Access
- Software Application Development & Deployment
- Storage
- Telecommunications
- IT Modernization
- Infrastructure Services
- IT Services Management
- Bitcoin & Blockchain
- Payments
- Online Banking
- Cybersecurity
- Mobility
- Modernizing Retail Experiences
- Engagement Strategies
- Delivery channel investments
- Digital Transformation
- Cloud
- Open Source
- Internet of Things
- Big Data/Analytics

IDC’s Financial Insights analysts deliver relevant, accurate, insightful, and actionable research, along with analysis on how financial institutions across the globe are utilizing technology to engage customers through multiple channels, improve performance through transformed IT operations, and better manage risk.

Research topics include:
- Canadian Digital Transformation: Application & Professional Services
- Canadian Enterprise Big Data & Analytics Solutions
- Canadian Cloud Services: Overview
- Canadian Infrastructure & Cloud Solutions
- Canadian Internet of Things Ecosystems & Trends
- Canadian Mobile Consumer & Connected Life
- Canadian Security Market Dynamics
- Canadian Strategic Sourcing & Cloud Services

To thrive in this new digital economy, businesses are changing the way work is performed, creating new information-based organizations that leverage cloud, mobility, big data and social business to improve efficiency, enhance customer experience, and produce new revenues steams.

IDC Canada’s research programs focusing on the Four Pillars & Digital Transformation include:
- Big Data/Analytics
- Business Services
- Cloud Technologies
- Computer Systems
- Consumer Technology
- Datacenters
- Enterprise Communication Infrastructure
- Infrastructure Software
- Innovation Accelerators
- IT Market Overview & Perspectives
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