

2 Technology Specific Initiatives

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

3 Financial Services Industry Specific Initiatives

IDC's Government Insights analysts deliver relevant, accurate, insightful, and actionable research and analysis on how Governments across the globe are utilizing technology to modernize government business and citizen-centred service delivery.

Research topics include:

- IT Modernization
- Citizen Experience
- Smart Cities
- Cybersecurity
- Public Safety
- Digital Transformation
- Cloud
- Technology in Education
- Open Source
- Internet of Things
- Big Data/Analytics
- Mobility
- Staff Development

4 Four Pillars & Transformation Initiatives

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

IDC Canada's research programs focusing on the Four Pillars & Digital Transformation include:

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

INCLUDED WITH YOUR GOVERNMENT INDUSTRY TECHNOLOGY ADVANTAGE PROGRAM SUBSCRIPTION

- Access to our extensive global research report library, including IDC DecisionScapes
- Dedicated analyst Account Manager to simplify research & analyst access
- Online access to published reports via www.idc.com from the previous 18 months and the next 12 months
- Access to IDC Web Conferences
- Access to the analyst's authoring the reports via inquiry
- Complimentary attendance at IDC Directions U.S. events
- Exceptional customer service

Contact Brian Howden,
Director Industry Insights
bhowden@idccanada.com

416-673-2273

for more information on IDC services.

