



 **IDC Custom Solutions**

# IDC Custom Analytics Practice

# IDC uses cases can be applied across the end-to-end business lifecycle

## Plan



### Where is our opportunity?

- Guide Investment
- Shape Portfolio
- Focus Industry Strategy
- Assess Partner Ecosystem

Custom Analytics, Buyer Behavior

## Market



### What will influence the market?

- Tailor messages to audience
- Create marketing assets
- Prioritize offerings by vertical
- Position partner outreach and content

Thought Leadership, Business Value, Licensed & Customized Content

## Sell



### How do we activate sales?

- Build account roadmaps
- Engage in outcome-based conversations
- Educate sellers/partners
- Identify, evaluate and recruit partners

Partnering, Sales Enablement

# Planning – What are your challenges?

Are my target markets growing or contracting?

Are we making the right investments according to market conditions?

Which Industries and company sizes should we target?



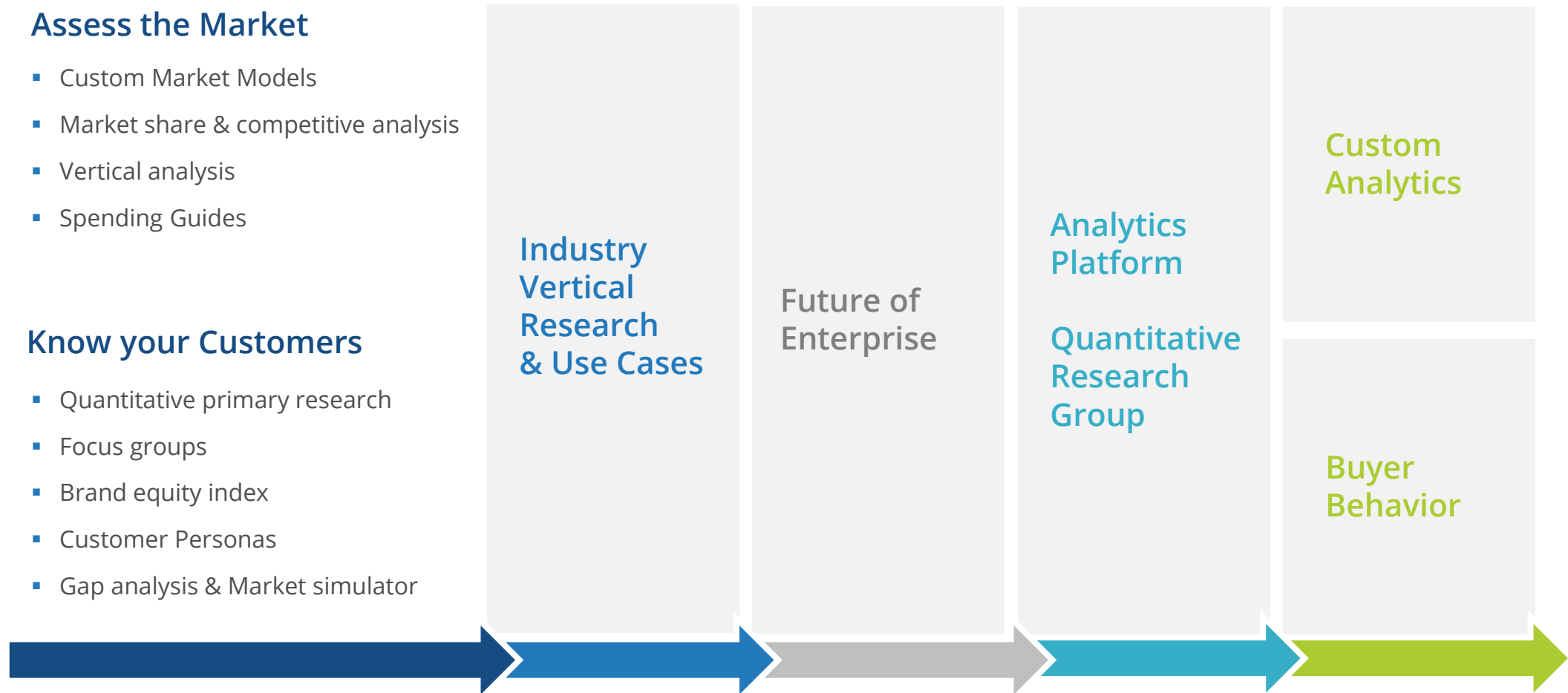
# Trusted IDC data that allows for better informed decisions

## Assess the Market

- Custom Market Models
- Market share & competitive analysis
- Vertical analysis
- Spending Guides

## Know your Customers

- Quantitative primary research
- Focus groups
- Brand equity index
- Customer Personas
- Gap analysis & Market simulator



# The Evolution of Market Sizing and Assessment

*How does your company stack up?*



# IDC Custom Analytics Portfolio

Actionable market intelligence that focuses your organization on a shared, single version of the truth. Obtain data on where to invest/divest by geography, vertical, company size & organizational performance.



# Approach to Developing Custom Data Sets



1

## Confirm Taxonomy & Definitions

It is critical to clearly set the taxonomy and define all dimensions and categories in the project.



2

## Identify Source Data

Determine available IDC and external data that will be used in the creation of the data set.



3

## Develop Process for Deliverables Creation

Develop data mappings and process for collecting input to create data set.



4

## Validate Input Data and Forecasts

IDC will perform quality checks and utilize proprietary tools to analyze and check data to insure conformance to IDC data, deliverable taxonomy and rational market views.



5

## Iterate with Client on Model

IDC and Client recognize Client is a leader in the space for many of the technologies covered. It can provide invaluable input on adoption, pricing and other assumptions. IDC and Client will work collaboratively to revise the model.



6

## Final Deliverable

After creating and vetting, IDC will deliver a final deliverable to Client which provides a full deliverable as well as the assumptions used to create the deliverable.

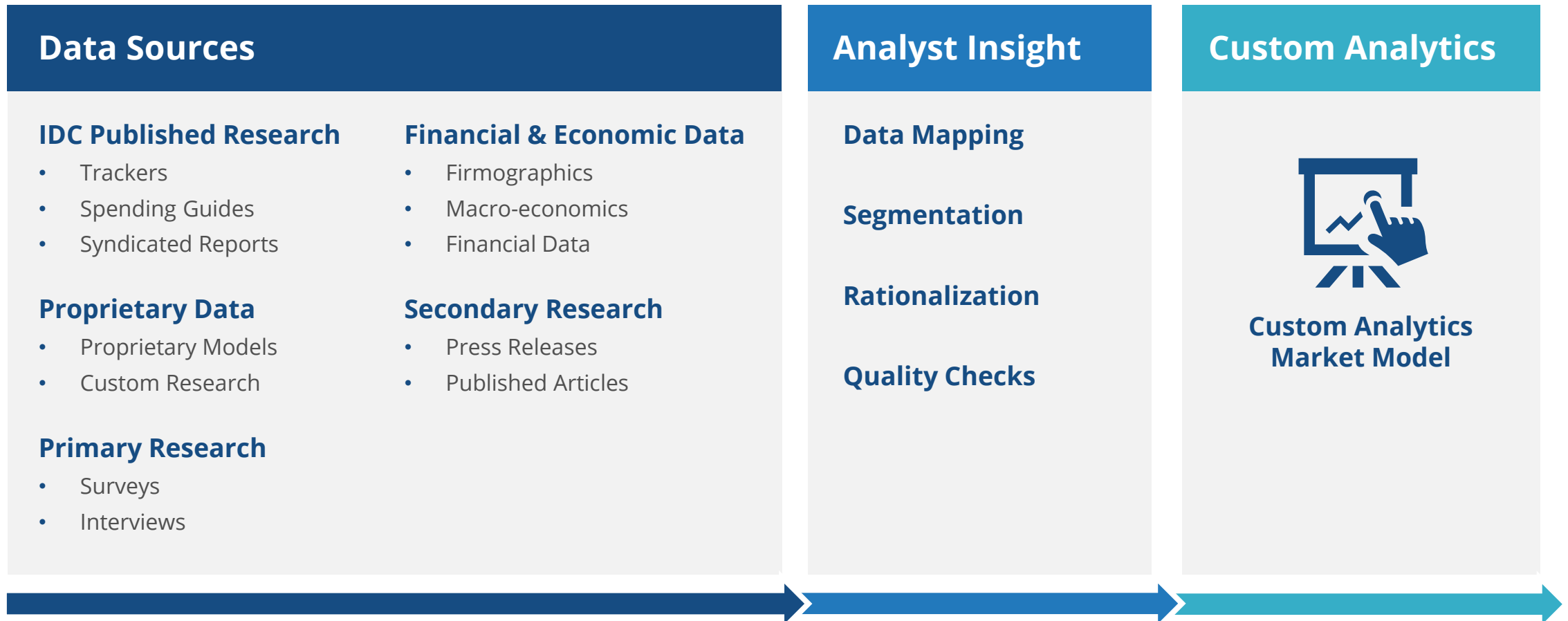


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## Post Delivery Follow-up & Feedback

Where data and trends differ from Client expectations or current assumptions, IDC can follow-up with explanations and driving assumptions.

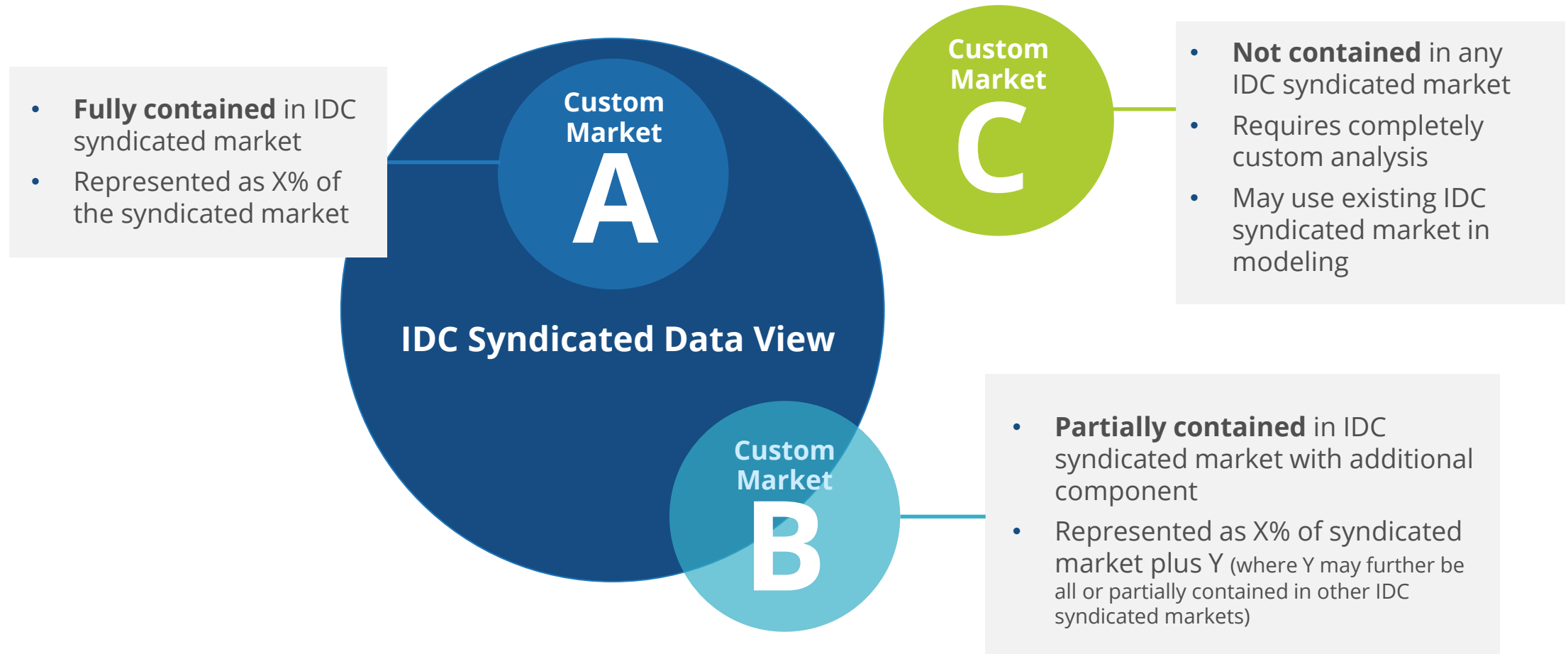
# Custom Analytics Data Sources





# Mapping Custom Markets – Levels of Complexity

Examples of the types of custom data sets and associated complexity in relation to IDC's standard syndicated data view.



# Benefits of IDC Developed Custom Data Model

- 1 Third-party validation of Client's opportunity:** reduce or eliminate internal debate over opportunity sizes and expected growth rates
- 2 Build internal consensus and agreement** on highest priority target markets for core business and growth opportunities
- 3 Single global source of truth:** reduce or eliminate duplicate work that may be going on in regions / countries evaluating opportunities
- 4 Free internal resources** to focus activities on leveraging opportunity data and taking action, rather than time consuming work building data models from scratch
- 5 Evolve and expand over time** to align with Client's global business



## For More Information

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