Worldwide Wallet

For many IT vendors, sales targets continue to rise while uncertainty in the markets endures. To achieve higher numbers, IT vendors need to be better informed and sell smarter. Selling smarter means having a more intimate understanding of buyers, including their unique business challenges and objectives and, in particular, better market analytics focused on their overall technology purchasing behavior and priorities. IDC's **Worldwide Wallet** service provides an analysis of the regional technology spending strategies and budgets for more than 50,000 of the world's largest companies. The research is crafted to arm organizations with more tactical data that enables more effective sales operations and marketing analytics, ultimately leading to a smarter selling strategy.

**Markets Covered**

This product covers over 100 technology detail markets, including all the submarkets for the following technology groups:

- Hardware
- Software
- IT services
- Business services
- Telecom services
- Infrastructure as a service (IaaS)
- Internal IT spending

**Subjects Analyzed**

Throughout the year, this product will address the following topics:

- IT spending by 9 regions (United States, Canada, Latin America, Western Europe, CEE, MEA, China, Japan, and APEJC) and 53 countries
- Customer spending trends and priorities within 16 industries
- Size of technology spending by company and by region
- Drivers impacting technology spending by company
- Company technology strategies and buying behavior
- Economic health of each company
- Events impacting technology spending by company

**Deliverables**

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

- IT Wallet – Latest Spring Update
- IT Wallet – Latest Fall Update

**Key Questions Answered**

Our research addresses the following issues that are critical to your success:

1. Which companies are the largest spenders on technology products and services?
2. How does IT buying behavior differ by company?
3. How does the technology product mix differ by company?
4. How does company IT adoption differ by region?
5. How can vendors and suppliers best position and sell their products and services to different customer market segments?

**Companies Analyzed**

IDC's **Worldwide Wallet** research program arms IT vendors with an analysis of the estimated budgets and forecast spending by region for more than 50,000 of the world's largest enterprises. The research provided within this service allows vendors to understand the specific technology-buying behavior and strategies of their customers and partners, enabling more targeted sales and marketing plans for named accounts.