

Worldwide Wallet: Spend by Tech Provider

Share of wallet is a key metric that technology vendors use to gauge their competitive position within a particular account. IDC's *Worldwide Wallet: Spend by Tech Provider* product presents a view of account-level technology spending estimates for over 150,000 global companies overlaid with vendor-level spend data at the technology market and region level. This powerful tool allows users to identify and target growth opportunities at the customer level and provides detailed competitor information to inform sales and marketing strategies for new client acquisition.

MARKETS AND TECHNOLOGIES COVERED

- **150,000+ companies/accounts** (to quantify the spend at the vendor, technology, and geography levels)
- **110 technologies** (hardware, software, IaaS, business services, and IT services)
- **100+ leading technology vendors**

GEOGRAPHIC COVERAGE

- **9 regions:** APEJC, Canada, Central and Eastern Europe (CEE), Japan, Latin America, the Middle East and Africa, China, the United States, and Western Europe
- **52 geographies:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, the Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Poland, Portugal, China, the rest of Asia/Pacific, the rest of CEE, the rest of Latin America, the rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Arab Emirates, the United Kingdom, the United States, and Vietnam

DATA DELIVERABLES

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

- Worldwide Wallet: Tech Spend by Vendor 2025 V1 release
- Worldwide Wallet: Tech Spend by Vendor 2025 V2 release

KEY QUESTIONS ANSWERED

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

1. Which vendors have the largest share of a company's wallet?
2. Where might there be white space or opportunity within an account?
3. Who are my top competitors in any particular account?
4. What is the average spend with a particular vendor?

COMPANIES ANALYZED

IDC's *Worldwide Wallet: Spend by Tech Provider* product arms technology providers with detailed account-level data. The product is a sales intelligence tool that enables clients to conduct prospect analysis and vendor market share at a company level for 150,000+ of the world's largest companies.