



**Thirty Two IDC Analysts Recognized for Their Industry Influence by ARInsights**

**FRAMINGHAM, Mass., June 28, 2019** – Thirty two analysts from International Data Corporation (**IDC**) have been recognized in the **ARchitect Analyst Power 100**, a list of the technology industry analysts with the most "buzz" in the industry right now. The list is published by **ARInsights**, a leading provider of successful analyst relations programs.

According to ARInsights, the ARchitect Power 100 analysts are the top 100 analysts ranked according to their activity level among all ARchitect users – ARchitect is ARInsights' analyst relations software platform. Factors considered in the ranking include both the frequency and the recency of interactions, emails, and captured research & media. The ranking algorithm assigns different weighted averages to those factors and employs certain data smoothing techniques. Analysts are re-ranked daily to reflect all current aggregate activity based upon an ARInsights-proprietary formula.

The IDC analysts included in the Analyst Power 100 were:

Rohit Mehra	Rob Brothers	Ritu Jyoti
Matthew Eastwood	Eric Burgener	Carrie MacGillivray
Ashish Nadkarni	Frank Dickson	Ali Zaidi
Eric Sheppard	Carl Olofson	Larry Carvalho
Mickey North Rizza	Stephen Elliot	Susan G. Middleton
Brad Casemore	Jed Scaramella	Kevin Permenter
Richard Villars	Pam Miller	Natalya Yezhkova
Deepak Mohan	Chris Barnard	David Schubmehl
Gard Little	Chad Huston	Dan Vesset
Al Gillen	Lewis Ward	Andrew Smith

The 32 IDC analysts were the most from any firm in the Analyst Power 100 list.

"These results speak volumes about the accessibility of IDC's analysts and value they bring to our clients," said Crawford Del Prete, IDC's President. "One of our core objectives is to establish close working relationships with our clients and the usage patterns in the rankings bear this out. We would like to express our gratitude to ARInsights' customers for utilizing IDC's analysts and research in their daily business activities."

### **About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world's leading media, data and marketing services company. To learn more about IDC, please visit [www.idc.com](http://www.idc.com). Follow IDC on Twitter at [@IDC](https://twitter.com/IDC) and [LinkedIn](https://www.linkedin.com/company/idc).

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IDC is the premier global provider of market intelligence, advisory services, and events for the information technology and telecommunications industries. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. Over 775 IDC analysts in 50 countries provide global, regional, and local expertise on technology and industry opportunities and trends. For more than 40 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting <http://www.idc.com/>.

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