



Show Me The Money

Case Study

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PLAN | GO TO MARKET | MEASURE

What was the Client Challenge?

- This vendor's radically different data center platform improved economy, speed and efficiency. However, customers remained unconvinced about the promised benefits. To commit to the organizational procedural disruption this platform introduced, prospects needed credible, objective business value evidence. This vendor came to IDC for a real world measurement of their solution.

What was the IDC Custom Solution?

- IDC created quantitative measures that could assess a datacenter's workload, relative efficiency and business value delivered.
- Interviewed in depth five of the client's data centers to elicit
 - What "work" or throughput the datacenter pushed through
 - Cost or expense to run the datacenter before and after
 - Business resilience and responsiveness before and after
- Synthesized the research results; created white paper, presentations and talks that explained the problem and confirmed the solution's business value.

What were the Measurable Results?

Client understood and leveraged the quantified value of their solution:

- The results indicated marked improvements after solution implemented: reduced IT costs per workload, faster deployment, reduced downtime.
- IDC's white paper and market education content describing the research
 - Influenced customer/prospect decision-making
 - Shared a compelling, IDC-branded business case for investing
 - Resulted in more prospects, faster time to decision, higher revenue

Custom Research + Go to Market Services

For more information contact your IDC Account Representative or a Custom Solutions Representative:

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