



Flying Blind in a 17 PB/s Data Storm

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Every second, data is becoming the world's most abundant and most overwhelming resource

DATA GENERATED

2025

6.9 PB

per second

2029

17.1 PB

per second

2.5x in 4 years



That's the equivalent of

**17B+ books
per second**

And with 1B agents, expect an
exponential increase

Most of that complexity is just noise



Only 1 in 10
is original content.

The rest is mostly regurgitation.

Noise + external forces breeds uncertainty

AI REGULATION COMPLEXITY

1,000+

AI policy initiatives¹

AI-DRIVEN CYBER ATTACKS

80%

will experience attacks from criminals using synthetic identities²

AI IMPLEMENTATION RISKS

44%

of CEOs expect AI implementation risks to have major impact this year³

43% of US **CEOs** cite **uncertainty** related to **tariffs, wars & AI disruption** converge⁴

Sources:

1. OECD AI Policy Observatory, in Ministerial Council Meeting Report (C/MIN(2024)17), January 2024.

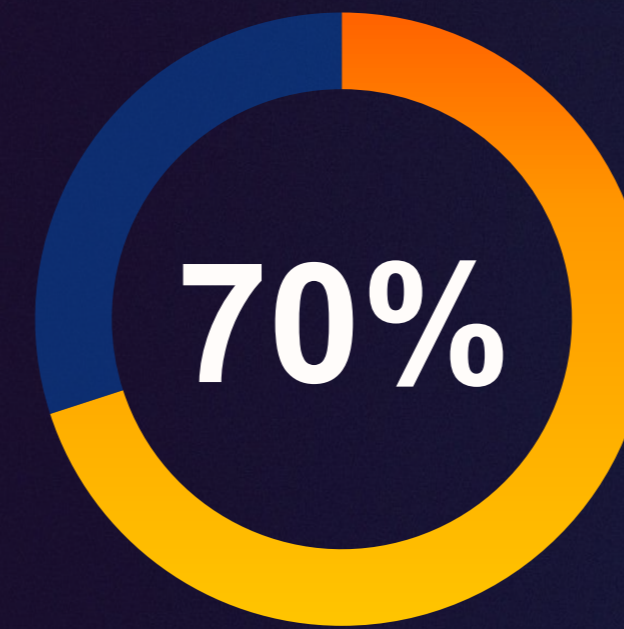
2. IDC FutureScape 2026, Security and Trust, Prediction #5

3. IDC Worldwide CEO Survey, March 2026

4. The Conference Board C-Suite Outlook 2026; PwC Global CEO Survey 2026

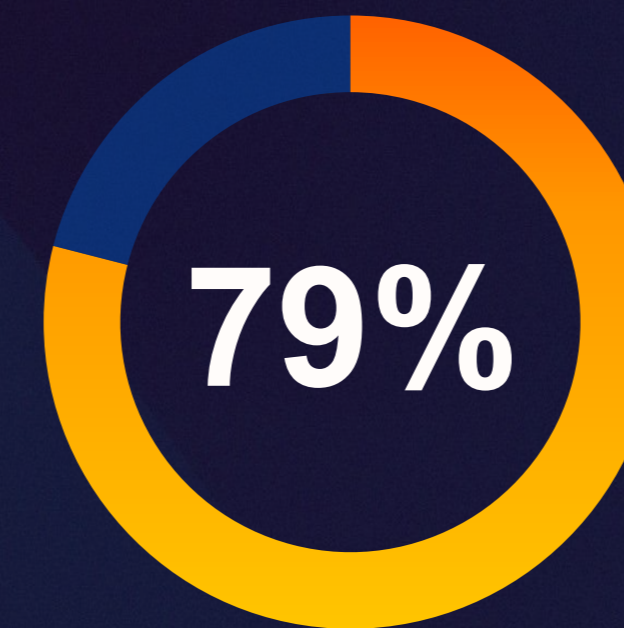
The stakes are higher than ever.

But traditional playbooks
don't work
in an AI world.



AI IS CHANGING ALL INDUSTRIES

of **C-suite** say AI will materially reshape their industry's **competitive dynamics**¹



AI IS CHANGING TECH BUYING BEHAVIOR

of **Tech Buyers** will **rely more on Agentic AI** and less on Sales for complex purchases²

You must change how you work to change the playbook

Clarity

To cut through
the noise

Real-time Signals

To stay ahead
of the market

Everywhere

To integrate in every tool
you use to do your job

You need reliable intelligence to **act while others are still searching.**

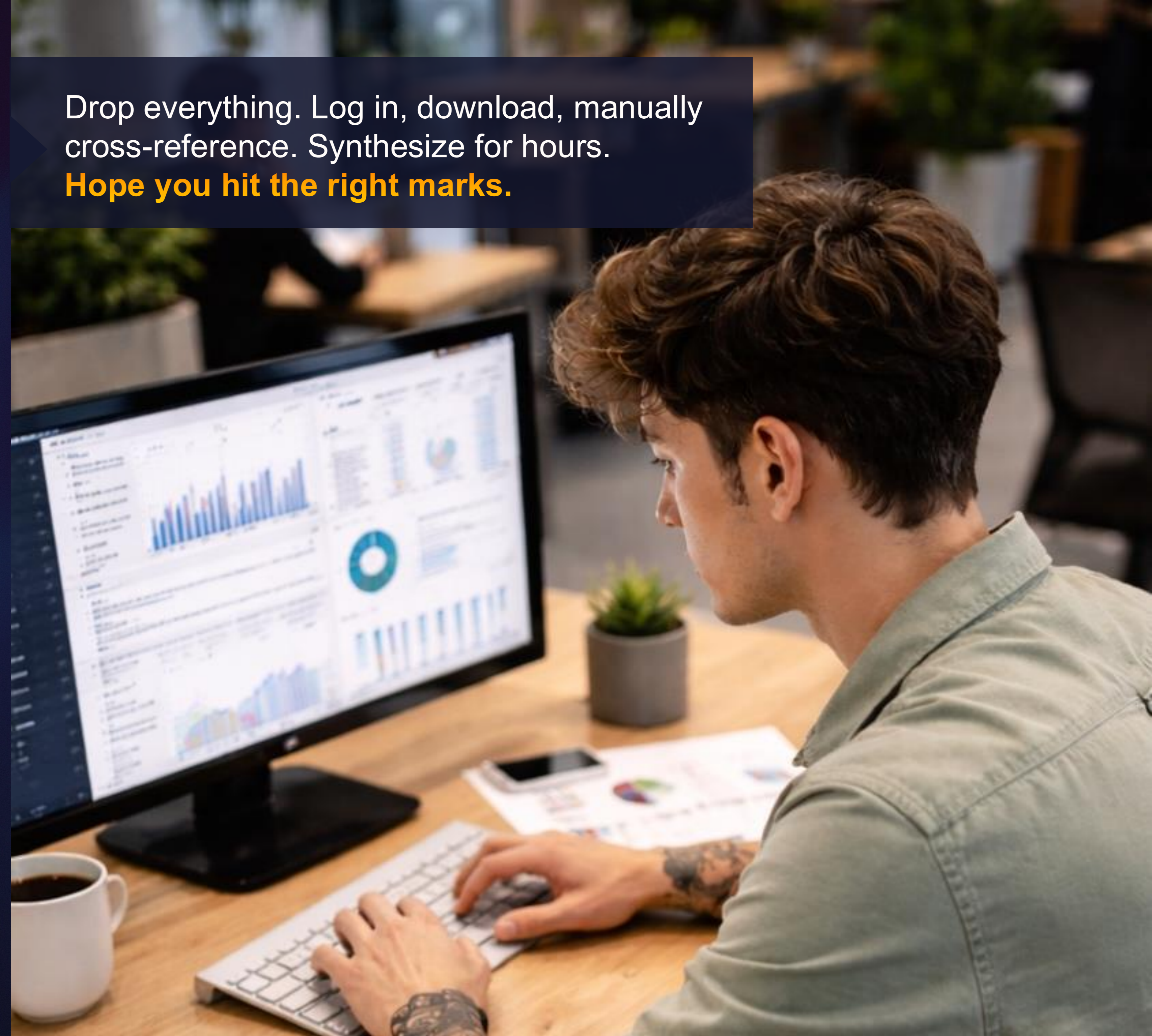
And to help you be successful in the AI economy...

IDC must change, too.

Drop everything. Log in, download, manually cross-reference. Synthesize for hours.
Hope you hit the right marks.

What if **your day** looked different?

The Last Minute Battlecard for a Competitive Deal



One email, existing docs attached.
Updated, validated, and deal-ready in minutes.
Never had to leave your inbox.

What if **your day**
looked different?

The Last Minute Battlecard
for a Competitive Deal

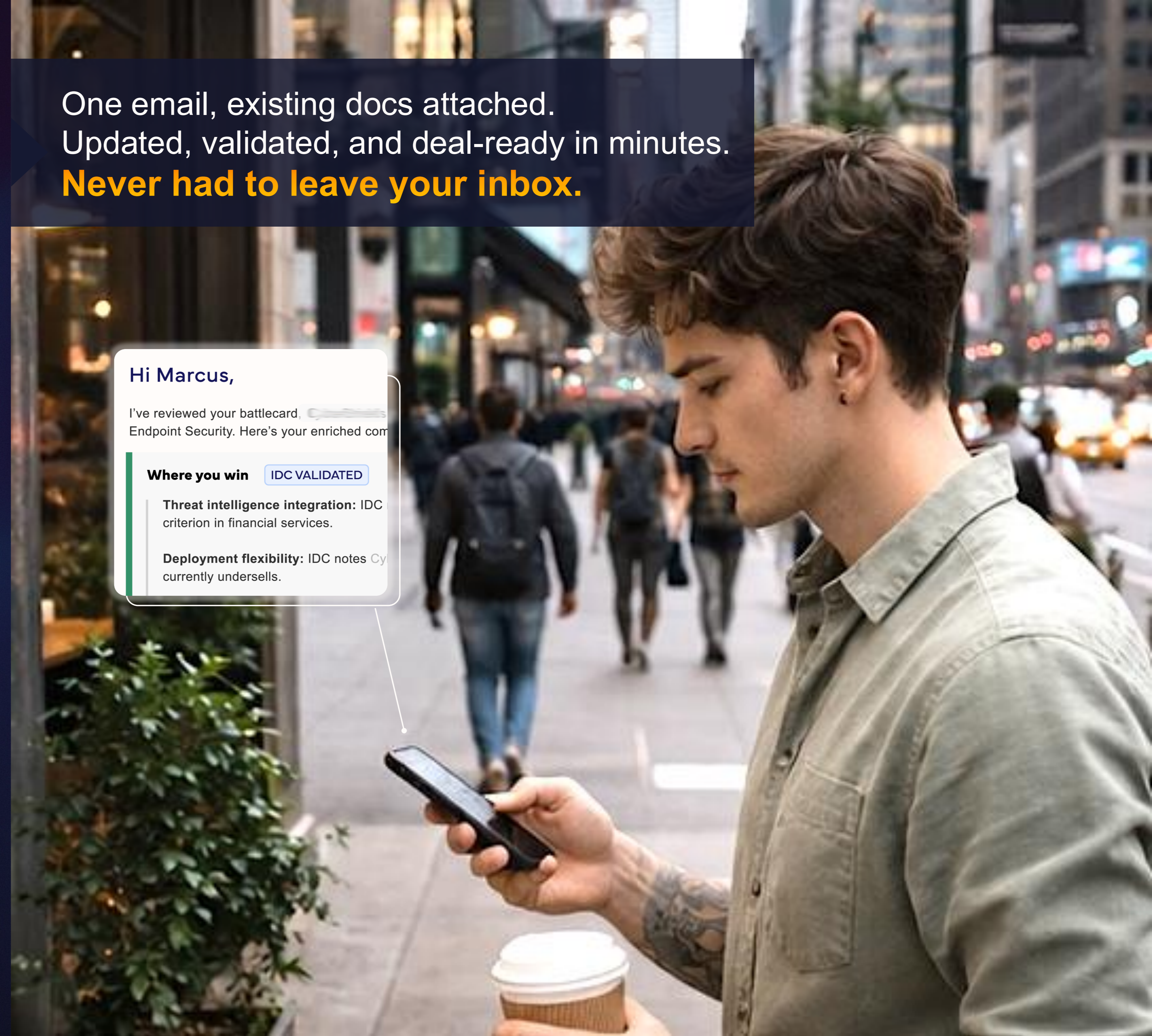
Hi Marcus,

I've reviewed your battlecard, [redacted]
Endpoint Security. Here's your enriched com

Where you win IDC VALIDATED

Threat intelligence integration: IDC
criterion in financial services.

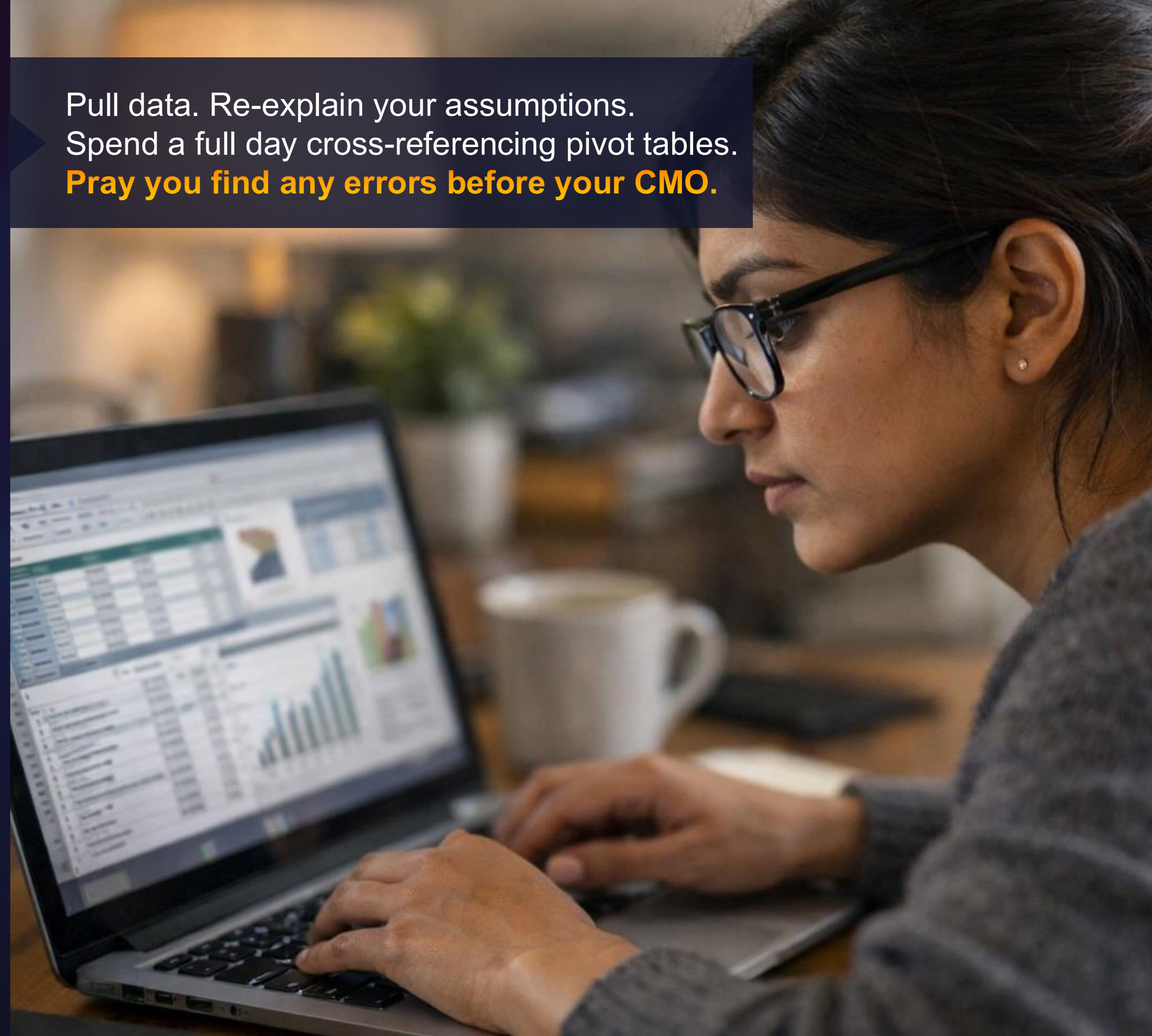
Deployment flexibility: IDC notes Cy
currently undersells.



What if **your day**
looked different?

The Monthly
Benchmark Report

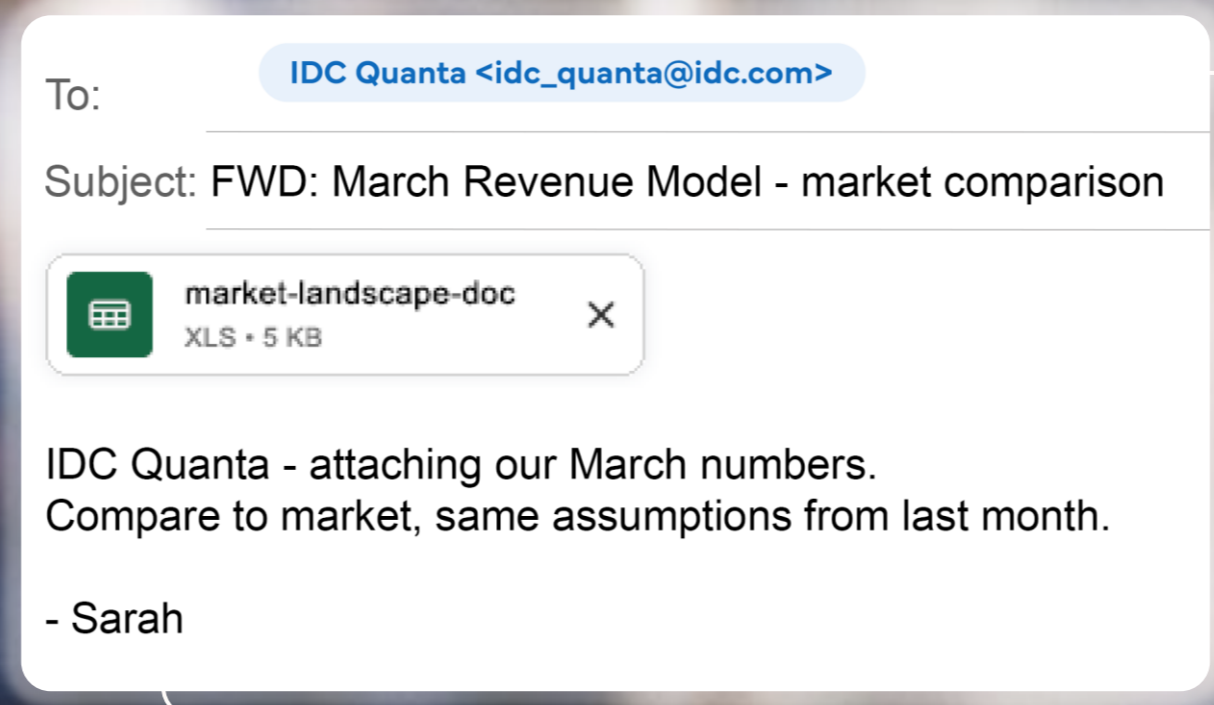
Pull data. Re-explain your assumptions.
Spend a full day cross-referencing pivot tables.
Pray you find any errors before your CMO.



What if **your day**
looked different?

The Monthly
Benchmark Report

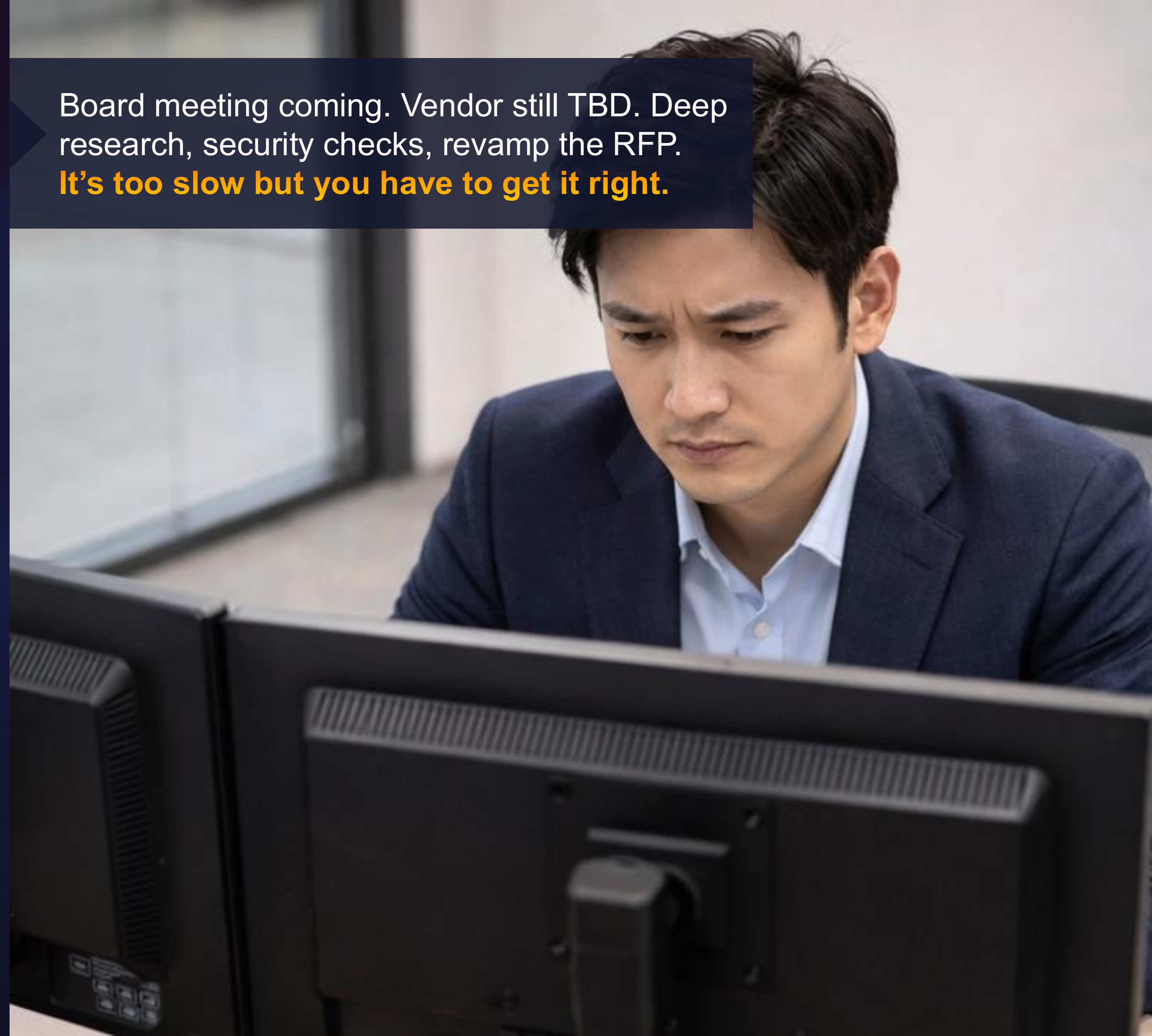
Drop March numbers in email, “Same report as last month”. Benchmarked, cited, done.
Results you trust, all on your way home.



Board meeting coming. Vendor still TBD. Deep research, security checks, revamp the RFP.
It's too slow but you have to get it right.

What if **your day** looked different?

The Agentic Vendor Shortlist for the Board



Shortlist built & defensible. Blind spots flagged.
A view of what other CIOs are considering.
Board-ready guidance at your fingertips.

What if **your day**
looked different?

The Agentic Vendor
Shortlist for the Board

PEER SIGNAL X

80%
of your peers are already exploring DataRobot in IDC Quanta.

[Tell me more](#) Artifacts (3)

How I got here

Sources used: AI_Platform_RFP_draft.docx + IDC MarketScape: Worldwide Unified AI Governance Platforms + IDC PeerScape: Practices for Securing AI Models & Applications + IDC Survey Spotlight: Agentic AI Cloud Security

Key finding: Vendors split across orchestration, MLOps, and governance—with uneven coverage.

Requirements surfaced: RFP missed governance/observability—now a dedicated track tied to CTO requirements.

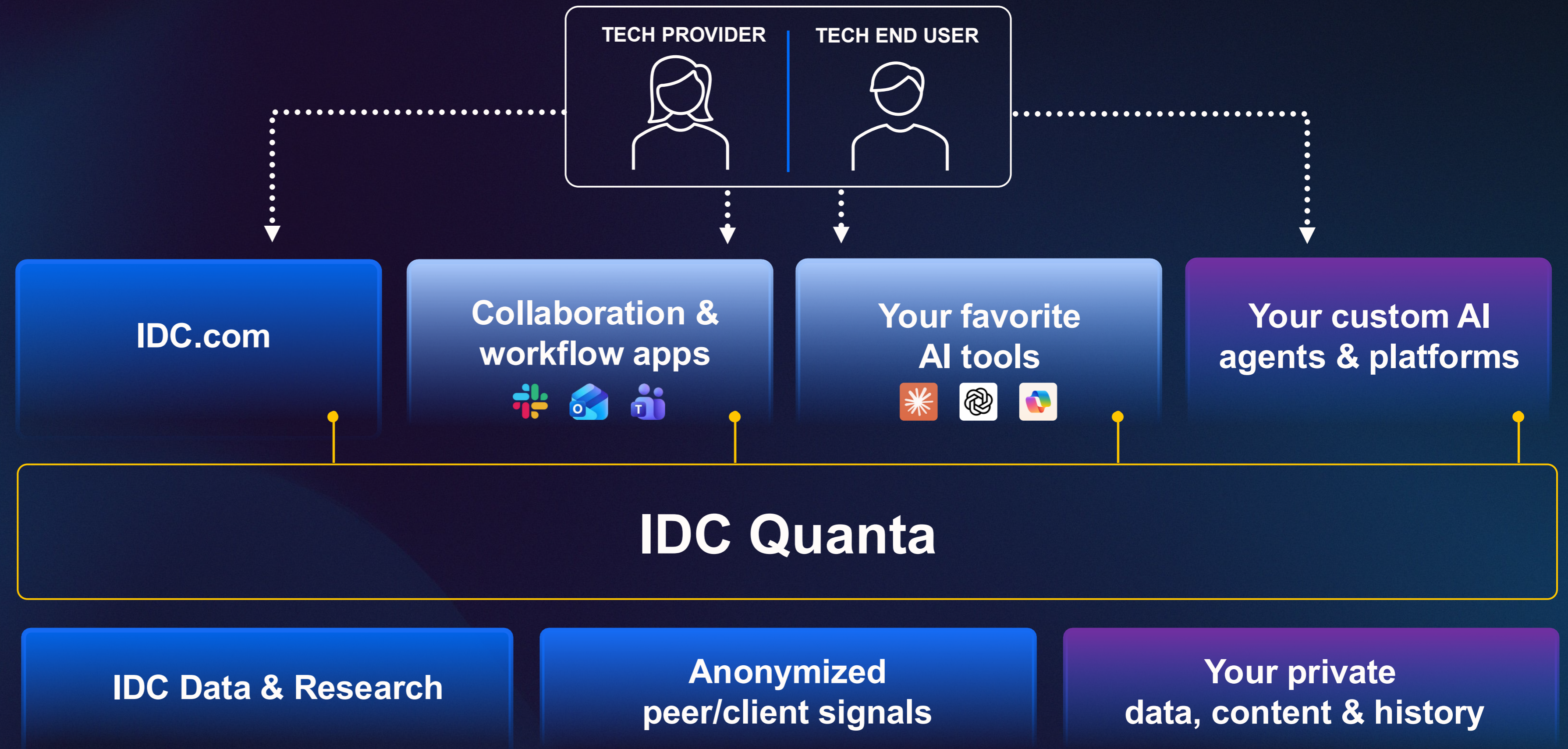
Do you want me to rerun this analysis quarterly and share it with you? [Confirm](#)

This is why we built

IDC Quanta

The **Technology Intelligence Layer** of the AI economy

The Technology Intelligence Layer of the AI Economy



IDC Quanta

Embedded

Contextual

Secure

Aware

Rigorous

Meets you where you are, supercharges your tools

Your data, content & history + IDC intelligence

Private workspace

Informed by anonymized peer/client signals

Boardroom-ready data and research

AVAILABLE SUMMER 2026

The screenshot displays an email client interface with a sidebar on the left containing folders like 'Favorites', 'Marcus Webb', 'Inbox', 'Archive', 'Drafts', 'Sent', 'Deleted Items', 'Conversation', 'Junk Email', 'Groups', 'Online Archive', and 'Saved Searches'. The main email content is titled 'Re: Strengthen our battlecard against CyberShield' and is from 'IDC Quanta' to 'Marcus Webb' with 'Julia Chen, Raj Patel' in the CC. A file attachment 'Battlecard_Enriched IDC - 25 KB' is shown. The email body includes the IDC logo and a personalized greeting 'Hi Marcus,'. The main content is an 'enriched competitive summary' for CyberShield, divided into sections: 'Where you win' (IDC VALIDATED), 'Where They're Stronger - And How to Handle It', and 'IDC Analyst Take'. The 'Where you win' section lists: 'Threat intelligence integration' (IDC rates CyberShield higher on third-party threat feed integration), 'Deployment flexibility' (IDC notes CyberShield's limited air-gapped/on-prem support), and 'Investigation workflow' (IDC survey data shows buyers rate CyberShield's investigation UX 14 points higher). The 'Where They're Stronger' section lists: 'Brand recognition' (CyberShield scores higher on unaided awareness) and 'MSSP partner ecosystem' (CyberShield has broader MSSP reach). The 'IDC Analyst Take' notes that analysts have flagged CyberShield's platform consolidation roadmap as a risk. At the bottom of the email, there are two call-to-action buttons: 'Continue on IDC Quanta' and 'Schedule a Call with an Expert'.

Not built in a Lab.
Built with **YOU**

60+

Beta users

120+

Use cases



Are you ready to change
the Research Industry
together?