

When your business runs on insight, the question is how fast you can get it.

How one of the world's largest managed service providers is using IDC's AI platform, IDC Quanta, to deliver validated market intelligence at the speed decisions actually happen.

INDUSTRY

IT Infrastructure Services

HEADQUARTERS

New York, NY

FOUNDED

2021, spun out of IBM

AT A GLANCE

What a partnership with IDC looks like

Weeks research, delivered in **minutes**.

One team. **Hundreds** of stakeholders.

Intelligence that **interacts**, not just looks things up.

01: THE CHALLENGE

Insight at enterprise scale

When Kyndryl separated from IBM in 2021, it launched as one of the largest managed service providers in the world. With 80,000 employees and an analyst relations function serving hundreds of internal stakeholders, the scale was significant from day one. Mark Terranova, who leads analyst relations for Kyndryl's global technical practices, knew the motion was straightforward in theory: listen to the question, match the right analyst, deliver the insight. In practice, the volume made that impossible quickly. Synthesizing research took weeks. Stakeholders had stopped waiting.

02: THE PARTNERSHIP

From relationship to platform

Kyndryl has long relied on IDC as a primary source for market sizing, growth forecasting, and independent validation. When a senior executive needs to know how large a market segment is, or how fast it is moving, IDC research is where that conversation starts.

IDC Quanta, an AI platform built on IDC's proprietary research, changed the distance between the question and the answer. Where it once took weeks and multiple people to assemble a defensible point of view, Quanta surfaces the same depth of IDC research interactively, in minutes.

03: LOOKING AROUND THE CORNER

A function redefined

Terranova sees the shift as industry-wide and accelerating. The analyst relations teams that adapt to AI-led intelligence workflows will outpace those that do not. The analyst remains essential as someone who still talks to customers and generates the underlying research, but the expectation that insight only travels through a scheduled conversation is changing fast. For Kyndryl, Quanta is how a lean, expert team serves hundreds of stakeholders with the accuracy and speed the business now demands.

The tool allows me to script my answer to what I actually need it to be. I can interact with it, I'm not getting a lookup list. AI needs to interact with the human. That's how you get good answers.

Mark Terranova

Head of Analyst Relations, Global Technical Practices, Kyndryl

Every market question deserves a research-backed answer.

Find yours with IDC Quanta.

Try IDC Quanta →