

# In an AI super cycle, the firms that win are the ones making the right moves first.

How an AI and technology consulting firm uses IDC analyst relationships to validate strategy, test decisions, and stay ahead for its clients in a market defined by speed.



## INDUSTRY

Technology consulting

## HEADQUARTERS

St. Louis, MO, USA

### AT A GLANCE

One firm.  
Thousands of  
experts.

**25+**

Years delivering outcomes

**95%**

Repeat client relationships

**300+**

Fortune 500 partnerships

**7,000+**

Advisors, engineers, and  
designers

### 01: THE CHALLENGE

#### Fast decisions. High stakes.

Perficient is a global AI and technology consulting firm focused on business transformation, not just technology implementation. It works with clients across complex, regulated industries to disrupt and find opportunities within their ecosystems and enable AI in ways that drive measurable outcomes. The challenge is structural. In a market moving at this pace, the decisions that define client outcomes need to be made quickly and correctly. Getting them wrong is not an option when the window to act is measured in weeks, not quarters.

### 02: THE PARTNERSHIP

#### Validation at the speed of the market.

Perficient uses IDC to validate the strategies it brings to clients and pressure-test its own direction against what is actually happening in the market. Erin Rushman, Vice President of Strategy, Experience & Process Automation at Perficient, describes the analyst relationship as essential precisely because the pace demands it. Fast decisions require fast validation. Having IDC analysts available to confirm or challenge direction in real time is what gives Perficient the confidence to move quickly on behalf of its clients without second-guessing the call.

### 03: LOOKING AROUND THE CORNER

#### An outcome-based model, validated.

Rushman sees the market moving toward outcome-based service delivery and away from person-by-person offerings. That shift aligns directly with how Perficient approaches client work. Having IDC research that maps where the market is heading over the next three years gives Perficient the external validation to lead clients in that direction with conviction. In an AI super cycle, the bell curve matters. Knowing where the concentration of opportunity sits, and when, is what separates firms shaping the next phase from those still catching up to the last one.

In a time of very fast moving opportunities, our relationships with IDC analysts allow us to validate that we are making the right decisions and focusing on what is best for our clients.

**Erin Rushman**

Vice President, Strategy, Experience & Process Automation, Perficient



Every roadmap has a moment that needs a second set of eyes.  
Bring yours to an IDC analyst.

Talk to an analyst →