

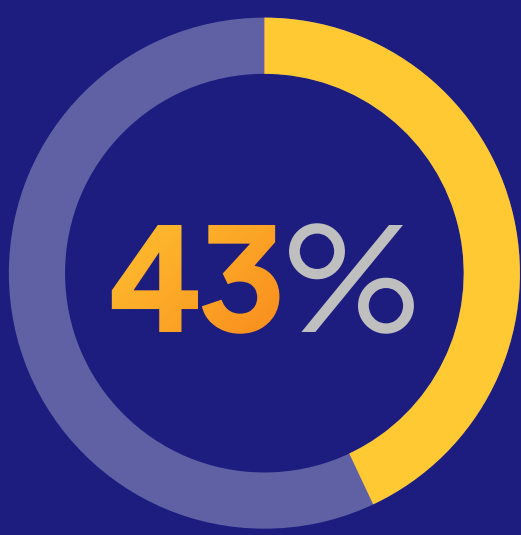
When the Board Asks “Says Who?”

Only One Answer Holds Up.

Anonymous Benchmark	VS	Named via IDC Quanta
“Industry research shows...”	Source	“[Analyst Name] at IDC found...”
No individual stands behind the claim	Accountability	A named analyst with a research record stands behind it
Generic, averaged across an undefined population	Context	Grounded in your environment, procurement history, and sector
Assumes your organization matches the average	Peer relevance	Benchmarked against 404,000+ enterprises, by region, industry, size, and maturity
Manual research, dated reports	How you get it	Ask IDC Quanta a direct question, get a sourced answer built for your case

43% of CIOs measure vendor performance enterprise-wide against any defined benchmark. The other 57% don't have consistent metrics across the organization.

IDC's 2025 Annual CIO Sentiment Survey (IDC #US53850425)



Anonymous benchmarks invite scrutiny.
Named, IDC Quanta–surfaced evidence survives it. [Learn more.](#)

