Strategy is only half the story.

IDC Multiplier turns market intelligence into commercial outcomes — giving your CFO the evidence to approve the next phase and your CMO the assets to activate it.



The gap your current approach leaves open.

Consultancies deliver the deck. Agencies produce the content. But neither closes the loop between strategic insight and commercial outcome — leaving you with analysis you can't activate and spend you can't justify.

IDC is different. Every engagement is structured around three stages: **Understand** where to win with independent analyst data, **Activate** your message with a market-facing content asset your CMO can deploy, and **Grow** your pipeline with direct access to the senior IT buyers you're targeting. One engagement. Three outcomes. Pipeline you can measure.

We can help you:

Understand your market position, competitive stance, or go-to-market thesis — validated with real buyer data before you commit

Activate your message by launching an analyst-credentialed content asset your CMO can run across demand-gen channels immediately

Grow your pipeline with direct access to senior IT decision-makers through analyst-moderated roundtables matched to your ICP

Why IDC - and only IDC.

Independent credibility at every stage.

Content published under IDC's name carries authority no internal team or agency content can replicate. It gets cited. It gets shared. It moves buyers.

Original buyer data you can own.

IDC's primary research draws on relationships with 23,000+ senior IT decision-makers built over 60+ years. That's the fact base that gets you past the CFO.

Direct access to the buyers you're targeting.

IDC doesn't just produce the insight — we convene the room. Roundtable attendees are sourced from IDC's buyer network, matched to your ICP, and moderated by an analyst who carries the conversation forward.

One engagement. Two stakeholders satisfied.

Every bundle is structured to give your strategy sponsor the analytical rigour they need for board approval and your CMO the market-facing proof asset they need to activate campaigns — making it easier to get both invested in the outcome.

→ Ready to Understand, Activate, and Grow?

Talk to IDC Custom Solutions about how we can support your next planning cycle, product launch, or board presentation.

Contact us