

Make Every Technology Investment Defensible

IDC's data-driven intelligence ensures strategies hold up under scrutiny.

Three high-stakes decisions.
No playbook.

Tech Leaders, including CIOs, Heads of AI Transformation, CTOs, CISOs, and procurement leaders, are making three unprecedented decisions at once, with no playbook for any of them:

- Whether to keep trusting the vendors and platforms already in place, or bring in new ones (portfolio reevaluation)
- How to control AI costs that don't scale the way traditional IT costs did
- How to prove that AI investment is actually paying off

Roughly half of all technology spend now originates in the line of business, not IT — so the mandate to act increasingly has to be won there too, not only with the CFO and the board.

Traditional research and advisory models weren't built for this moment. Most walk away right after the vendor decision, just as the real cost and risk begin, and no one has fully solved AI cost management yet. Technology leaders need a partner who stays through the sourcing decision, the cost conversation, and the proof of return. That's where IDC Quanta for Tech Leader comes in.

57%

negotiating blind, with no consistent, enterprise-wide vendor benchmark

Source: IDC's 2025 CIO Sentiment Survey - Part 4: IT Buying Process and Investment Plans, August 2025.

68%

overspent their AI agent budget by more than 10% in the past 12 months

Source: IDC, "Crossing the Agent Economy's Cost Governance Gap: A Challenge for Tech Leaders," 2026.

79x

anticipated growth in AI agents between 2025–30

Source: IDC, "State of Agentic AI Adoption: Navigating Scale, Sophistication, and Cost in the Agentic Era," 2026 (Market Presentation.)

How IDC Quanta helps you

1. Chart your strategy, faster

Ground architecture, vendor evaluations, and deal terms in independently verified market intelligence, continuously — not a once-a-year planning exercise, and not vendor pitch decks.

2. Win your mandate, confidently

Bring the case for urgency, opportunity, and readiness to the line of business and into the boardroom, backed by evidence.

3. Prove your impact, grounded in data

Select the right technology at the best price, then keep optimizing cost and return through mature governance.

4. Work on your terms

Access trusted intelligence through IDC Quanta wherever you work, and purchase it with AWS cloud spend you've already committed. Choose the analyst who fits your question, and give your whole team access.

Why IDC

IDC Quanta for Tech Leaders is a better product, delivered at a better value. **Five things set it apart:**

- ➔ **An unmatched data foundation:** \$500B in tracked spend and 15B+ data points, refreshed continuously, not surveyed once a year.
- ➔ **IDC Quanta lives where you already work,** including email, Claude, and the IDC web portal, delivering a finished market overview, vendor evaluation, or RFP template, not just a chat window.
- ➔ **Analyst access built for the whole team:** inquiries run 60 minutes and are open to anyone on the account, not one named seat holder.
- ➔ **Buy through AWS Marketplace:** purchase IDC Quanta against AWS cloud spend you've already committed, no separate procurement cycle required.
- ➔ **Packaging built around what you're trying to do, not seat count:** every Tech Leader package includes broad research access, plus data products suited to your industry.

What's Included

Three elements compound together: a data foundation, full-roster analyst access, and IDC Quanta – the delivery and personalization layer that brings the other two to technology leaders inside their own tools, on their own documents.

- Broad access to research across 23 industry and technology categories, plus core data products for your industry
- Analyst inquiries and live analyst support, tiered by package
- Vendor shortlisting, deal review, and price benchmarking through dedicated sourcing support
- Peer benchmarking and governance frameworks grounded in industry data, plus an invitation only executive peer network.
- Predictive market research and maturity benchmarking across every stage of the technology lifecycle

OUTCOMES

Every IDC Quanta outcome moves you faster, and gives you the confidence to stand behind it

- Independent vendor evaluations
- Defensible vendor shortlists
- Negotiating leverage through real pricing benchmarks
- Governance models built on industry data
- Peer validated strategy
- Fair vendor pricing and terms