# 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.

kyndryl

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, IDC 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, IDC 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 →

# Unit4 Speaks Its Customers' Language. IDC Helps It Stay on Course.

How Unit4's Analyst Relations team grounds AI decisions in real research, before they ship.

UNIT4

**INDUSTRY**
Enterprise Applications (ERP, HCM, FP&A)

**HEADQUARTERS**
Dordrecht, Netherlands

**AT A GLANCE**

## Built for how service organizations work

**46+**
Years in service-centric software

**#1**
User Adoption ranking on G2

**30%**
Time-on-task reduction with AI

**01: THE CHALLENGE**

## Software people can actually understand.

Unit4 builds ERP, HCM, and FP&A software specifically for service-centric industries, nonprofits, higher education, public sector agencies, speaking their own jargon so people can use it the way their job actually works. Making sure that direction stays right as AI reshapes what "understandable" software even means is where IDC comes in. Antonella Crimi, Global Head of Analyst Relations at Unit4, works with IDC's analysts to keep product decisions grounded in real research, not guesswork.

**02: THE PARTNERSHIP**

## Fast answers, with the sources to check them.

Crimi has worked with IDC's analysts for years, relying on their research to help shape Unit4's AI use cases and even influence how products get named and positioned. Before IDC Quanta, Crimi would look through reports to prepare ahead of calls, which could take some time. Now, with IDC Quanta, she has a faster way to find and check research.

"I actually check the sources," she said. "Before, it would have taken me more time to read all the reports and validate. Now I can do it in two, three minutes, which is way, way better."

**03: LOOKING AROUND THE CORNER**

## Faster prep means better conversations.

For Crimi, the real win isn't just speed, it's what that speed frees up. Checking research herself in minutes instead of a weekend means she walks into analyst calls already prepared, ready to go deeper instead of catching up. That's the same kind of preparation that once led an IDC analyst to push Unit4 to accelerate its own AI roadmap. As AI reshapes enterprise software faster every year, Crimi sees IDC Quanta as what keeps her, and Unit4, ready for whatever the next conversation demands.

> Without IDC Quanta, I was going through the research manually. But there's so much you can read. With IDC Quanta, it just laid it out for me, giving me the sources to double check.

**Antonella Crimi**
Global Head of Analyst Relations, Unit4



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# Two People. 100,000 Employees. IDC Quanta. Closing the Gap.

How a decade of IDC partnership, and now IDC Quanta, is helping a global technology company turn a two-person team's expertise into an advantage the whole company can use.

01: THE CHALLENGE

## Two people, one company of 100,000, no way to keep up

At a global technology company that manufactures, delivers services, and funds serious R&D all at once, a two-person information management team is responsible for getting market intelligence to the right decision-maker before a call gets made without it. "We try and make information available and findable as easily and quickly as possible," the team's Head of Information Management said. It works for the top few hundred people in the company.

Everyone else is on their own, often turning to general AI tools that create a new problem: answers got faster, but harder to trust. In one recent case, a colleague's AI-sourced research came from a firm that couldn't even spell the company's name correctly, and verifying it ate up more time than the answer saved.

02: THE PARTNERSHIP

## A relationship built on being told the right question

Long before AI, one of the company's regional strategy teams held a standing call with IDC analysts every six weeks. "A lot of times what would come back is, no, that's not the question you should be asking," she said, a redirection that shaped strategy the team wouldn't have reached alone.

That history shaped how she evaluates AI research tools now. Where most decline to answer a question outside a subscription, IDC Quanta instead tells her which reports would fill the gap.

"That to me is so much more helpful," she said. "If we're working on a key strategic topic, well then let's buy those two reports, and use IDC Quanta to keep pulling the data out."

03: LOOKING AROUND THE CORNER

## A partner, not just a provider

When the company rolled out AI internally, the number of questions landing on her personally dropped by half, freeing her time for harder problems. She expects IDC Quanta to do the same for her own workflow: fewer questions she has to chase down herself, and more time for the ones that actually need her judgment.

What she's watching for next is smaller and more practical, like a tool that can recognize an outdated chart she drops in and pull the updated version automatically, so she spends less time hunting and more time using what she already knows is true.

For her, that's the real value of the relationship. "I think that's what you need to be," she said. "A partner, and not just a provider."

> That's where firms like IDC will really excel: having that credibility already, and having that AI be able to answer the question without anyone having to ask, can I trust this number?
>
> — Head of Information Management

Every market question deserves a research-backed answer.
**Find yours with IDC Quanta.**

Try IDC Quanta →

# Belden Is Building the Bridge Between Data Islands. IDC Quanta Helps It Move Faster.

How Belden's Strategy and Transformation Office uses IDC Quanta to move from broad market questions to relevant, research-backed insights faster.

Belden

**INDUSTRY**

**Industrial and Enterprise Networking Infrastructure**

**HEADQUARTERS**

**St. Louis, Missouri**

**AT A GLANCE**

## A century of connections, now solving a harder problem.

**120+**
Years of innovation, since 1902

**9,700**
global employees

**21**
Countries certified Great Place to Work

**6**
Continents served

**01: THE CHALLENGE**

## Fragmentation is the new frontier.

Belden's customers are connecting more assets, systems, and applications than ever, across environments IT and OT were never designed to share.

Karen Dai, Senior Director of Market Insights & Value Realization at Belden, calls these gaps "data islands." As Physical AI emerges across factories, distribution centers and other demanding environments, closing those gaps, securely and reliably, is becoming the defining infrastructure challenge for the industries Belden serves, and one that shapes how Belden's own strategy team decides where to invest next.

**02: WHERE IDC QUANTA FITS**

## From broad question to relevant research, fast.

Dai's team supports some of Belden's most important strategic decisions by bringing external market, customer and competitive perspectives into the planning process: where to play next, which markets create the greatest opportunity, and how to prioritize capabilities and investments across the portfolio. Getting those calls right depends on identifying important market shifts early enough to inform Belden's strategic planning and investment priorities. That's where IDC Quanta changed the pace of Dai's own process. "My first impression was really the simplicity of using it," Dai said. "It is quite intuitive."

**03: LOOKING AROUND THE CORNER**

## Adoption turns insight into impact.

Dai is candid that a tool is only as valuable as the habit built around it. No matter how sharp an insight is, it creates no value sitting unread in a report. Her focus now is activation across Belden: helping colleagues understand what is available and identifying appropriate ways to integrate IDC Quanta into relevant research and decision-support workflows rather than treating it as a one-off lookup tool. As Belden pushes further into IT/OT convergence and Physical AI, that adoption is what helps translate research into practical business value.

> "This trusted relationship allows us to move beyond general market trends and focus on the specific business questions that are most critical for Belden."

**Karen Dai**
Senior Director, Market Insights & Value Realization, Belden



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**Find yours with IDC Quanta.**

Try IDC Quanta →