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

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Industrial and Enterprise Networking Infrastructure

HEADQUARTERS

St. Louis, Missouri

AT A GLANCE

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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



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

Talk to an analyst →