

Worldwide Black Book: Live Edition

Since 1989, IDC has supported ICT suppliers, economists, and financial investors with our industry-standard study on the state of ICT spending in every region around the world. The *Worldwide Black Book: Live Edition* is IDC's monthly analysis of the status and projected growth of the worldwide ICT industry in 90 countries. As the benchmark for consistent, detailed market data across six continents, IDC's *Worldwide Black Book: Live Edition* offers a real-time profile of the ICT market in each of the countries where IDC is currently represented.

Markets and Technologies Covered

- **Infrastructure:** Server/storage, network equipment, security appliances, and infrastructure as a service (IaaS)
- **Devices:** Desktop, notebook, tablet, smartphone, wearable, hardcopy peripheral, and PC monitor
- **Telecom services:** Fixed and mobile, and voice and data
- **Software:** 20 secondary market segments
- **IT services:** Managed services, project-oriented services, and support services
- **Business services**
- **Deployment:** Cloud and noncloud
- **Channel:** Direct versus indirect and distributor versus reseller
- **Customer segment:** Consumer, enterprise, and service provider

Geographic Coverage

- **9 regions:** United States, Canada, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **90 geographies:** Albania, Algeria, Argentina, Australia, Austria, Bahrain, Belgium, Bosnia and Herzegovina, Botswana, Brazil, Bulgaria, Canada, Chile, Colombia, Costa Rica, Croatia, Czech Republic, Denmark, Dominican Republic, Ecuador, Egypt, Estonia, Ethiopia, Finland, France, Germany, Ghana, Greece, Hong Kong, Hungary, India, Indonesia, Iraq, Ireland, Israel, Italy, Japan, Jordan, Kazakhstan, Kenya, Korea, Kuwait, Latvia, Lebanon, Lithuania, Macedonia, Malaysia, Mexico, Montenegro, Morocco, Namibia, Netherlands, New Zealand, Nigeria, Norway, Oman, Pakistan, Peru, Philippines, Poland, Portugal, PRC, Qatar, Rest of Africa, Rest of Asia/Pacific, Rest of CEE, Rest of Latin America, Rest of Middle East, Romania, Russia, Saudi Arabia, Serbia, Singapore, Slovakia, Slovenia, South Africa, Spain, Sweden, Switzerland, Taiwan, Tanzania, Thailand, Tunisia, Turkey, Uganda, Ukraine, United Arab Emirates, United Kingdom, United States, and Vietnam

Data Deliverables

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

Worldwide Black Book: Live Edition

- Full data deliverable with five-year forecasts for 90 geographies, updated monthly

Worldwide Black Book Forecast Analysis

- Monthly overview of changes to forecasts for ICT spending

State of the Market

- Quarterly webinar review of ICT market trends and forecasts

Scenario Forecasts

- Analysis of downside and upside forecasts for ICT spending according to multiple macroeconomic scenarios, updated monthly

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. How are businesses around the world allocating and evaluating their ICT budgets, and how is this changing in the face of market disruption?
2. What is the potential impact of economic wild cards on ICT spending, and how high is the risk of downside scenarios?
3. How are businesses in different regions responding to changes in the business and economic environment each month?
4. What do historical market trends teach us about the relationship between ICT spending and the overall economy?
5. How are enterprise, consumer, and service provider ICT spending changing throughout the year, and what is the impact on distributors and resellers?
6. How does cloud penetration and adoption vary by geography, and what are the key opportunities for suppliers of cloud solutions?

Market Segments Covered

IDC's *Worldwide Black Book: Live Edition* examines how ICT spending is distributed by technology, geography, customer segment, distribution channel, and deployment type. ICT spending is tracked according to the following buyer segments: consumer, enterprise, and service provider. In addition, ICT spending is measured according to cloud and noncloud deployment models and by direct versus indirect distribution channels (and distributors versus other resellers). All data is segmented by technology detail and country. Every monthly forecast update includes downside and upside scenario forecasts for all technologies, geographies, and segments.