



IDC ACCELERATOR PROGRAM USE CASE

Analyst Engagement

Challenge:

This tech startup was seeing steady growth but was ready to take the next step and felt they didn't have the right go-to-market message. Their technology clearly straddled between two markets, and they were having a difficult time determining what market to focus on. They were ready to accelerate their growth and needed help developing their strategic business plan. The CEO had worked with IDC previously, and knew they needed to engage analyst expertise.

IDC Solution:

The IDC Customer Success team sat down with the client's CEO and CTO to build a comprehensive understanding of who their product serves, where they think their place is in the market, and who they believed were their competitors. They discussed where they started, where they are now, and where they want to go. Through these discussions, the IDC Customer Success team was able to prescribe the right analysts to work with the client to develop a cohesive, strategic plan and definition of their market.

Outcome:

After meeting with the IDC analysts, both IDC and the client realized they were truly their own, new tech category. IDC worked with the customer to develop the right category definition and go-to-market strategy. Marketing assets were created specifically for this new industry definition ensuring they were highly tailored for their market.

“ I have worked with IDC for years, and when I first joined our startup, I knew we needed to engage IDC. Their top-notch research and analyst interaction provides excellent insight and knowledge to help us tailor the message to our market. ”

Define Your Category

Looking to understand where your product fits in the market?

IDC's Accelerator Program can help

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