

IDC ACCELERATOR SUCCESS STORY

Define the Market: Data & Research

Challenge:

Syndio, an innovative Workplace Equity Analytics Platform with clients including 30% of Fortune's Most Admired Companies, was ready for their next growth phase.

To succeed, the company needed to gain more insight into the market landscape in terms of the total addressable market, better understand the competitive landscape in the Human Capital Management sector, and stretch the market into a new workplace equity category.

IDC Solution:

Syndio's Sr. Analyst Relations Manager had worked with IDC in previous roles and knew that IDC had a robust collection of analysts and research, as well as additional information related to the future of work and data and analytics.

He decided that the Accelerator Program was a very affordable option that covered both their data and analyst access needs.

Outcome:

The client worked with their Customer Success Manager on how to best use IDC's proprietary data and research for market analysis and to create a business strategy, including competitive intelligence and product roadmap. Furthermore, Syndio leveraged marketing research for benchmarking and the creation of marketing-specific KPIs.

The client has since renewed their partnership with IDC to help them with their expansion to other territories.

“

I have always seen the value of IDC. Not just from the reports, but from the analysts' point of view and angle around market data.

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Define the Market

Ready to understand your market and competitors?

IDC's Accelerator Program can help

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