



IDC Terms of Use Policy

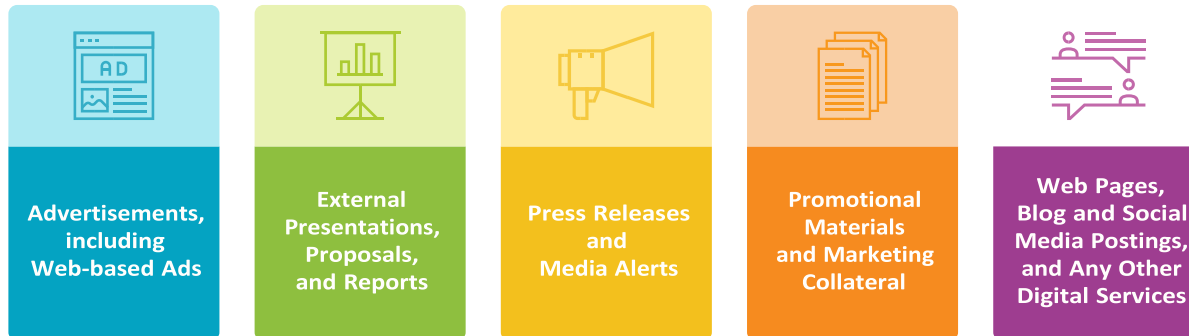
Content Usage Guidelines for Clients

v. May 2021

Introduction

IDC encourages the use of its market intelligence and licensed content for external communications purposes. However, because IDC information is copyright protected, all external uses of IDC content must have IDC's prior and express written **permission**.

External usage covers sublicensing, leasing, selling, or offering for sale IDC content, as well as any public display of IDC information, including but not limited to:



IMPORTANT:

- ⊗ IDC published research and custom documents **may not be reproduced, reformatted, translated, otherwise repurposed, or distributed to any non-employees** of your company (including suppliers, affiliates, partners, contractors, investors, customers, or reporters) without written permission from IDC. These actions constitute a violation of IDC's copyright and can result in legal action.
- ⊗ Special Note: IDC content licensed to a client **cannot be distributed by any client's partner(s) without an additional partner license**. Please contact your IDC Account Manager for additional information.



Submission Process

1. To secure permission, clients must submit a draft copy of the press release or collateral with the proposed quote to IDC to enable us to gauge the full context of the usage and ensure its accuracy, currency, and proper attribution.
2. For clients quoting from [IDC Trackers](#), clients must submit the data they wish to use and send it to IDC permissions for verification.
3. To quote Asia/Pacific regional data, clients should email the document to ap_permissions@idc.com
4. To quote country-specific data, you may contact the marketing representatives in respective countries (*see below*)
5. In most cases, approval takes no more than 72 hours or three (3) working days, unless stated otherwise by the approving IDC office.
6. For data that involves translation, this may take up to five (5) working days.
7. For worldwide data that requires approval from US-based analysts, approval will take a minimum of three (3) US working days. Clients need to factor this into their planning timeline when using IDC to provide the necessary checks and approval, IDC reserves the right to ask that any reference to IDC data analyst quotes be removed from the marketing collateral. IDC worldwide data will be processed and approved by permissions@idc.com

Country	Name	Email
Australia	Yvonne Gil	ygill@idc.com
China	IDC China Quote	idccn_quote@idc.com
Hong Kong	Mandy Tsui	mtsui@idc.com
India	Shivani Anand	sanand@idc.com
Indonesia	Mevira Munindra	mmunindra@idc.com
Japan	Permissions Japan	jp-permissions@idcjapan.co.jp
Korea	Yoon Jung	yjung@idc.com
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General IDC Content Usage Standards

If clients are planning to quote IDC data at a press interview, prior written confirmation must be obtained. Clients are to submit a copy of the data to be quoted prior to the interview to ensure that the data is accurate.

1. As a rule of thumb [less than 20%](#) of the press release content should refer to IDC, analyst statements, or white paper content. Only exception for this guideline is includes [IDC MarketScape](#), [IDC Innovator](#), [IDC Award Programs](#), and [thought leadership vendor neutral white papers](#).
2. The content to be used must have been published and be the [most current data](#) by IDC in a research document available on IDC.com, in an IDC White Paper or Multi-Client Study, or in a quarterly IDC data product (Trackers, QViews, etc.).
3. The content to be used must have been published by IDC within the last 12 months.
4. All IDC information used must be properly sourced in the client's content asset. The standard format for IDC source information is "[IDC, Title of Document, Doc #xxxxxx, month year](#)".
5. Excerpts of IDC content must be taken verbatim from an IDC source and must be used in a context that does not alter or distort the excerpt's original meaning.
6. Clients using an IDC figure showing market share must use it exactly as it appears in the IDC published document.
7. Comparative information derived from custom projects, inquiry, or other activities outside the standard program published deliverables on behalf of all program clients will not be approved for external use or distribution.
8. Combining IDC data from separate forecasts will receive close examination and will likely be refused.
9. Market data must be represented within IDC's market segmentation.
10. The use of "IDC" in the subject line of a client or third-party email is not permitted.

Note: For IDC White Papers, InfoBriefs, Infographics and eBooks, the source must include the name of the sponsor, as follows: IDC White Paper (or IDC InfoBrief, IDC Infographic, or IDC eBook) sponsored by Vendor X, Title of White Paper, Doc #xxxxxx, month year.



Legend:

☑ Approved under IDC Terms of Use

!! **Very important reminder**

⊗ Not allowed

General Guidelines for Press Releases

All press releases containing information from an IDC tracker, IDC white paper, InfoBrief, eBook, or iView are subject to IDC's prior review and approval.

- ☑ The preferred descriptions of IDC in the body of a press release are as follows:

IDC, a leading provider of global IT research and advice,

Leading IT market research and advisory firm IDC....

- !! To avoid the appearance of a joint press release, the use of IDC's corporate boilerplate content in client press releases is not permitted.

- ⊗ The use of "IDC" in the headline and sub-headline(s) of press releases is not permitted. Exceptions only apply for custom sponsored Thought Leadership programs, IDC MarketScapes, and IDC Innovator research. Acceptable alternatives include:

"Leading Analyst Firm", "Market Research Firm", etc.

There are generally three types of press releases that IDC will review and approve:

1. Those that reference a sponsor's products or services (e.g., custom content and self-assessment tools for lead generation).
2. Thought Leadership programs that do not mention vendor products/services.
3. IDC Award Program (FIIA, SCAPA, FE Awards) Announcement

Client's Press Release – Embargo Policy

To allow clients access to data prior to public release of the data, IDC may put in place a press embargo. At the time of release of the data, IDC will clearly specify the time/period for that embargo.



IDC Press Release Guidelines involving IDC White Paper

IDC understands that the White Paper might be used in conjunction with a campaign or product introduction and provides an array of products and services designed to help you use the white paper and derivative tools effectively.

However, since IDC does not believe that a sponsored white paper is a newsworthy “event”, IDC has strict policies on the use of White Paper content in Press Releases and Press events.

- Press releases should focus on the Client’s product or service, not what IDC wrote or says about it. As such we would expect that the reference to our white paper research in a press release will be brief and secondary to the Client’s own message. As a rule of thumb less than 20% of the press release content should refer to IDC, analyst statements, or white paper content.
- When cited, the white paper should be referred to as “a white paper sponsored by Client”. It should not be positioned as a “report”.
- Any press release mentioning an IDC white paper should clearly state in the headline and lead paragraph the client company name so it does not look like an IDC-issued press release.
- “IDC” nor the White Paper should appear or be referenced in the heading or subtitle of the press release.
- The full IDC boilerplate should not be used in these releases. However, clients may use this should they wish to further describe IDC:

IDC is the foremost global market intelligence and advisory firm helping clients understand technology and ebusiness trends to develop sound, action-oriented business strategies. For additional information on IDC, please visit www.idc.com.

- An IDC media contact should not be included in press releases.
- Releases need to have final review from the person at the most senior level within the author’s product group (Group VP or higher) as well as corporate marketing.
- Related promotional activities and events should be discussed with the appropriate IDC VPs and require IDC permission. These may require additional fees.
- IDC will not participate in press-only events that focus on results achieved in white paper projects.



Guidelines for Vendor Ranking Policy

1. If the difference in data for two vendors is within the estimated error limits of the data, IDC may declare the data to be [tied](#). If there are questions about ties, please check with the appropriate VP for the responsible research group.
2. If two vendors are declared to be [tied](#), both vendors [can](#) claim for the #1 rank but must include the word **tied** in the collateral. The third vendor will automatically be ranked as 3rd and not 2nd.

Examples of how clients can present statistical tie in their collaterals:

- **Dell Technologies #1(Tied) in x86 server revenue market share for CY2020Q4 in Thailand**
- **HPE was tied for the #1 position with two other vendors in the Hong Kong External OEM Storage Systems market in Q2 2020***

*IDC declares a statistical tie in the worldwide enterprise storage systems market when there is a difference of one percent or less in the share of revenues or unit shipments among two or more vendors.

Source: IDC Worldwide Quarterly Enterprise Storage Systems Tracker, Q2 2020

Guidelines for Vendor Comparisons

1. Vendor Comparisons and References: In AP and countries in AP, direct comparisons, and references to other vendor (competitor) information, including naming the vendor, are not allowed.
2. Measurement: Any data reference should clearly state what the measurement is, e.g., unit shipments, factory revenue, terabytes (If both factory revenue and customer spending are reported by IDC, only factory revenue can be used for statements about regional market share)
3. Market Position: Please carefully distinguish between growth, market share and market share gains. Growth and market share are in **percentages**. Market share leads or gains are in **points**

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Guidelines for Use of Analyst Quotes

- ☑ The quote should address [market needs, customer requirements, or technology developments](#) in the analyst's area of expertise.
- ☑ An IDC analyst's official title must accompany his or her name
- !! In situations when the quote is derived from an IDC research document, the quote attributed to an IDC analyst should be used in full context so that the meaning is not misconstrued.
- !! All analyst quotes should be approved by Regional/Country Permissions Team or Research Head.
- ⊗ Analyst quote from quarterly or semiannual tracker are not allowed to be used in clients' external communications

Figures, Graphics, and Logo Slides

- ☑ A figure showing IDC's ranking of market-share position (e.g., #1, #2, etc.) may be allowed by the vice president from the research group that published it.
- ☑ The use of the **IDC Market Glance** logo slide is free (with permission from IDC AP Permissions) to both IDC clients and non-clients. The logo slide may NOT be altered in any way.
- !! The use of IDC figures and graphics, such as the **IDC MarketScape** graphic, may involve separate licensing fees.
- ⊗ IDC's Executive Forecast graphic cannot be used externally.
- ⊗ Clients using an IDC figure must use it exactly as it appears in the published document.

Guidelines for Using IDC Data in Bidding/ Tender Docs

1. **Use of IDC Data in Clients' Bidding or Tender Documents:** Clients [can only quote their own](#) market shares and ranking. In situation that clients request for approval letters in IDC's letterhead, only the [IDC approval letter template](#) is allowed
2. **Time Period:** The reference needs to clearly state the time period, such as Q1 2020 (Vendors whose fiscal calendars do not correspond to calendar quarters must specify that the reference is to calendar quarter or year)
3. **Market Position:** Please carefully distinguish between growth, market share and market share gains. [Growth and market share are in percentages. Market share leads or gains are in points.](#)



Guidelines for Social Media

- The use of **IDC information in online and social media** applications, including but not limited to blogs, Facebook, LinkedIn, Twitter, Instagram, Wikipedia, and YouTube are **subject to the same guidelines outlined in this document**. For example, “IDC” may not be used in the names of Facebook pages, LinkedIn Groups, or Twitter handles or hashtags without prior approval by IDC. These uses are always reserved for IDC-led initiatives.
- **IDC distinguishes between “commenting” on, or “tweeting” about, an IDC deliverable versus “commenting” on, or “tweeting” about, the contents of the deliverable.** The latter always requires prior permission from IDC, as with any form of external content use unless the information has been directly released to the public by IDC in the form of a press release or a tweet from the IDC corporate handle @idc or other authorized IDC analyst or representative. Examples below:
 - ✓ Tweeting that IDC’s latest server tracker numbers just came out and perhaps linking to an IDC document or press release does not require permission.
 - ⚠ Tweeting about the latest server tracker results (e.g., “XYZ vendor is #1!”) requires prior permission from IDC unless this information has been directly released to the public as described above.

IDC Terms of Use for Videos

Sponsor **CAN** distribute/host/use EXTERNALLY under these conditions:

- ✓ CMS Videos (*including one off or series of videos*) if used in entirety.
- ✓ Vendor presentations at Syndicated Events, Panel/Fireside Chat with IDC Analyst without edits from sponsor.
- ✓ Animated content if used in entirety
- ✓ Sponsored podcast if used in entirety
- ✓ IDC analyst presentations at Custom events if used in entirety (separate license fees will apply)
- ✓ IDC analyst presentations at vendor-organized events if used in entirety (separate license fees will apply)

Sponsor **CANNOT** distribute/host/use EXTERNALLY

- ⊗ Roundtable proceedings
- ⊗ IDC Analyst Presentation at Syndicated Events
- ⊗ Quotes that reference ANY video form of content or any podcast from IDC

Terms of Use: All rights reserved. Reproduction and redistribution of IDC content is strictly forbidden unless authorized. All requests for such must be submitted to ap_permissions@idc.com for written review and approval.



Actions in the Event of a Violation

In the event that a client violates the embargo or fails to get IDC's approval for a press release or other public use of IDC data, IDC will take appropriate action to ensure that the violation does not happen again. Those actions include:

First offense: The company in violation of IDC's press guidelines, including failure to get the appropriate approvals and not honoring an embargo, will receive a written reminder of their contractual obligations regarding the use of IDC information. In response, the company needs to provide IDC with a written statement as to the steps they have taken to ensure that future problems do not occur.

Second offense: The company in violation will not be allowed to finalize any Tracker or QView related press releases in advance. IDC will accomplish this by withholding approval of any press releases from that company until after the Tracker or QView data for that quarter has been made public by IDC. If the company issues a Tracker or QView related press release without IDC approval, IDC will decline to discuss that company's results with the media and reserves the right to issue a press release in response.

Third offense: The company in violation will not receive embargoed Tracker or QView data in advance. Instead, the data will be withheld until IDC has gone public with the Tracker results for that quarter.

Additional Rules

Time Frame: If a client does not have a new violation for the period of one year, the next offense will be treated as a second-time offense. If a client does not have a new violation for the period of two years, the next offense will be treated as a first-time offense. IDC's Asia/Pacific Research: Press & External Usage Guidelines

Escalation: Depending on the severity of the violation, IDC reserves the right to escalate the remedial action as deemed appropriate.

Inquiry hours: Depending on the severity of the violation, IDC reserves the right to charge inquiry hours as deemed appropriate. The number of inquiry hours charged must be mutually agreed by both IDC and clients.