Keeping the Growth Momentum with the Right Country and Industry Focus

How an infrastructure vendor leveraged IDC to grow its AI infrastructure business

SITUATION

As the demand for AI applications heat up, IT vendors are aware it will trigger growth opportunities for Infrastructure Vendors. To stay ahead of competition, a leading infrastructure vendor sought to better understand the AI infrastructure opportunities for Singapore and Hong Kong. Specifically, the vendor was interested in the market size and forecast at country and industry-level to help them make data-driven strategic decisions on their investments and growth plans.

SOLUTION

As part of its market insights report, IDC provided industry-level market size information, both historical and forecast, for the selected countries. IDC also prepared a detailed market definition and taxonomy for the vendor based on the latest IDC Worldwide Artificial Intelligence Infrastructure Tracker Taxonomy. This initiative was undertaken to help the client use IDC data correctly and make informed decisions that will impact their business strategies.

RESULTS

Equipped with IDC's custom analytics support and content marketing capabilities, the infrastructure vendor identified the key industry targets in Singapore and Hong Kong and successfully engaged their primary target companies for these industries through various marketing initiatives.

ABOUT IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

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