

Map ICT Demand

Serving customers within market intelligence, strategy, and research, IDC's Black Book provides the vital context needed to align planning with latest market trends.

The Black Book provides a single, reconciled, total view of ICT markets with various segmentations. Offering a real-time look at IT spending in the context of current economic and market assumptions, it is the starting point for figuring out where growth lies.

Black Book enables business leaders to:

- Set accurate targets
- Develop go-to-market activities
- Effectively allocate resources
- Plan for future new or adjacent market expansion

Worldwide Black Book: Live

Monthly or quarterly deliverables

- 9 Regions
- 89 Countries
- 24 Technologies
- 17 Years of data
(12 years historical and 5 years forecast)
- 2 Deployment views
(Cloud vs non-cloud)
- 5 Customer Segments

Worldwide Black Book: 3rd Platform Edition

Quarterly deliverables

- 9 Regions
- 53 Countries
- 44 Technologies
- 6 Years of data
(1 year historical and 5 years forecast)
- 12 Platforms



Find growth opportunities.

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