

Target and Grow Key Accounts

Understand tech budgets and map spend with tech providers with IDC Wallet products. Define your target accounts with accurate insight into budgets and spending of major tech buyers.



Get Detailed Tech Spending For Your Key Accounts Broken Down By:

153k+
Tech Buyer
Organizations

110+
Technology
Vendors

100+
Technologies /
Services

50+
Geographies

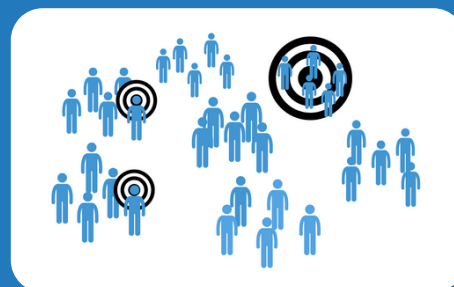
Discover rich insights with powerful tools and models to:

Enable All Levels of Marketing and Sales



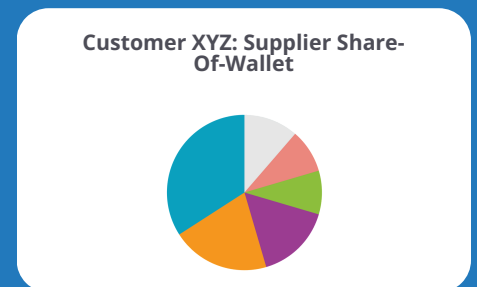
Guide territory plans, demand gen goals, and account-based efforts.

Prioritize Efforts for the Biggest Tech Buyers



Align commercial efforts to the top opportunities for your business.

View Budget Allocations and Supplier Details



Get budget breakdowns by tech category and select vendors names.

Subscribe to IDC Wallet data two ways:

Complete Dataset

Get unlocked access to the entire dataset.

Highly Configurable Dataset

Right-size your coverage for your current requirements and scale as your needs expand.

[LEARN MORE >](#)

Subscriptions Also Include:

Direct access to experts and analysts who can support your analysis.

Methodology, taxonomy, and other related documents included with subscriptions.

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