

## Identify Market Opportunity & Competitive Position

### IDC Trackers Help You Assess the IT Landscape

Businesses today are challenged with how to differentiate themselves and elevate their brand. They need reliable and trusted market intelligence to stay ahead of the competition.

IDC Tracker® products offer unparalleled coverage in technology data. Trackers provide clients with information on market size, vendor share, and forecasts covering 120+ technology markets and 4,000 vendors to give you the insights you need to make informed business decisions.



**550+**  
**Technology Markets**

Hardware, Services, Software

**97**  
**Countries**

9 regions, 97 Countries

**4,000+**  
**Vendors**

4,000+ Technology Vendors

**3**  
**Segmentations**

Sales channels  
Vertical industries  
Company sizes

### Key Benefits of IDC Trackers

- Identify opportunities within a specific technology market
- Set growth and sales targets
- Create internal market models for strategic planning
- Understand how you stack against your competition
- Define segmentation and product category strategy

**Get Next  
Level Insights**

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