How well do you know IDC?

Our people, data and analytics create global technology insights that accelerate customer success.

We have been delivering ICT intelligence, analysis, market data, and strategic guidance since 1964, and in Canada since 1984.
Unparalleled Reach & Reputation

Proven as a Trusted Advisor
50+ years of global, regional & local expertise on technology & industry trends in more than 110 countries

Vast Data & Rigorous Methodologies
1B+ data points produced across 500+ markets and 5,000 research documents published annually

Direct Access to Expert Analysts
1,100 analysts in over 50 countries advising technology suppliers, business leaders and Wall Street

Our Vision:
IDC will change the way the world thinks about the impact of technology on business & society.
The Institute of Industry Analyst Relations (IIAR) is a not-for-profit member influencer relations association.

IDC RECOGNIZED AS ANALYST FIRM OF THE YEAR

For 2020 AR professionals recognized IDC as the Analyst Firm of the Year based on "its breadth of research, global coverage, and the quality of insights. When compared to other firms nominated, AR professionals said they appreciated the flexibility IDC offered, in addition to overall value for money."
IDC has Unmatched Media Coverage

IDC has been ranked #1 in business press mentions for more than a decade.

In the last 5 years IDC has been cited an average of nearly 23,000 times per year, or over 110,000 mentions.

Leading tech supplier customers continue to leverage IDC data in high visibility advertising campaigns with global reach.

IDC has been cited in over 100 IPO filings since 2014.

CY 2020 Media Mentions

- **IDC**: 40%
- **Gartner**: 27%
- **Forrester**: 9%
- **Canalys**: 7%
- **Other**: 16%

“Other” includes Frost & Sullivan, Strategy Analytics, Omdia (formerly Ovum), and 451 Research.

Source: Factiva
Trust IDC to help your company to plan, market & sell in Canada and around the world

- IDC Canada has been advising companies since 1984
- 85+ Research Solutions for Canadian market
- 30+ Expert Analysts in Canada
- Survey data from 17,000+ Canadian technology users & decision makers
- Responsive AskIDC Inquiry Desk to answer client questions
- Customized Solutions to solve your business problems
IDC has the research solutions key technology stakeholders in marketplace need to succeed

- **IT Suppliers/Vendors**
  - Subscription Research
  - Data Solutions (Trackers & Spending Guides)
  - IDC Custom Solutions
  - Emerging Vendor Solutions

- **IT Buyers/Executives**
  - IT Executive Program
  - Industry Insights
  - CIO Executive Council
  - Sourcing Advisor Services

- **Events**
  - IDC Events
  - IT Executive Events
  - Custom Events

- **IT Watchers**
  - Investment Research Service

- IDC has more than 85 research programs, data solutions and events focused on the Canadian Tech Market
IDC Custom Solutions can help wherever you are in your journey

1. **Plan**
   - **Assess the market**
     - Custom Market Models
     - Market Share & Competitive Analysis
     - Vertical analysis
     - Spending Guides
     - Due Diligence & Investment Analysis
   - **Know Your Customers**
     - Quantitative primary research
     - Focus groups
     - Brand equity index
     - Customer Personas
     - Gap analysis
     - Market simulator
   - **Build Awareness**
     - Existing Research
     - Guest Blogs
     - Analyst Videos
     - Infographics
     - Webcasts / Speaker Engagements
     - Infobriefs
     - Press Support
   - **Generate & Nurture Leads**
     - Custom Research
     - Spotlights
     - iViews / White Papers
     - Lead Gen Assessment Tools
     - Multimedia
     - E-books
     - Partner Marketing

2. **Market**
   - **Support Decisions**
     - Business Value Research
     - ROI Spotlights
     - ROI / BV White Paper
     - Business Value / ROI Calculators (Snapshot Tools)
     - Business Value Selling Tools

3. **Sell**
   - **Engage the Right Channels**
     - Partner Program Validation
     - Channel Industry Best Practices
     - Competitive Channel Insights
     - Routes to Market Segmentation & Profitability Analyses
   - **Enable & Educate Sellers**
     - Market Education Workshops
     - Buyer Conversation Guides
     - Partner Enablement Success Guides
     - Online & Video Tutorials
     - Interactive Selling Tools

---

**Custom Analytics**

**Buyer Behavior**

**Licensed & Customized Content**

**Thought Leadership**

**Business Value**

**Partnering**

**Sales Enablement**
IDC Data Solutions Provide Critical Guidance

<table>
<thead>
<tr>
<th>BUILD THE TAM</th>
<th>PRIORITIZE, SET YOUR STRATEGY, BENCHMARK</th>
<th>EXECUTE</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAP ICT DEMAND</td>
<td>PINPOINT OPPORTUNITIES</td>
<td>ASSESS COMPETITIVE POSITION</td>
</tr>
<tr>
<td>Black Books</td>
<td>Spending Guides</td>
<td>Trackers</td>
</tr>
<tr>
<td>Total market view</td>
<td>Holistic solution and ecosystem view by use case</td>
<td>Detailed vendor share by market analysis</td>
</tr>
<tr>
<td>MI, Strategy, Research</td>
<td>MI, Strategy, Product Marketing, Research</td>
<td>MI, CI, Strategy, Product Marketing, Sales</td>
</tr>
</tbody>
</table>
IDC has Expansive IT Executive Research Advisory & Events

**Decision Making Methodologies**
IDC DecisionScapes are high impact research designed to help IT executives make more informed technology decisions.

**Depth of Industry Coverage**
Leading industry coverage
Marquee research in areas such as Digital Transformation and Smart Cities.

**IT Executive Research**
Technology research and advice buyers need to make data-driven decisions
- Key Industry Topics
- Core DX Technology Strategies Research
- Impact of Innovation Technologies
- Sourcing Advisory Research to Support Critical Purchasing Decisions

**CIO Executive Council**
Strategic leadership development for the C-suite through a wealth services including peer-to-peer interactions and a range of professional development programs.

**CIO Summits**
Events in CEE, AP, WE and MEA. Coming to Canada in 2022
Attended by CIOs & Senior IT Decision Makers Across Verticals
CIO Excellence Awards

Focused on guiding the agenda of the future enterprise.
IDC Surveys More Than 300,000 Respondents Worldwide Annually; 17,000+ in Canada

- Extensive consumer and B2B surveys
- B2B surveys targeting both IT & LoB
- Surveys with global scope and regional depth
- Focus on adding surveys in high growth & emerging markets
INTERNATIONAL DATA CORPORATION (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets.

With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC’s analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives.

Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group (IDG), the world’s leading tech media, data and marketing services company.

IDC VISION
IDC will change the way the world thinks about the impact of technology on business and society.

IDC | Canada
Focused on delivering the most critical real-time insights on a local scale, especially in times of uncertainty.
Contact IDC Canada for more information:

IDC | Canada
33 Yonge Street, Suite 902
Toronto, ON, M5E 1G4
AskIDC@idccanada.com
416-673-2200

Trust IDC Canada to be your technology research partner.