

IDC Canada: Company Overview

May 2021

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.

IIAR Named IDC as Analyst Firm of the Year, 2020

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."

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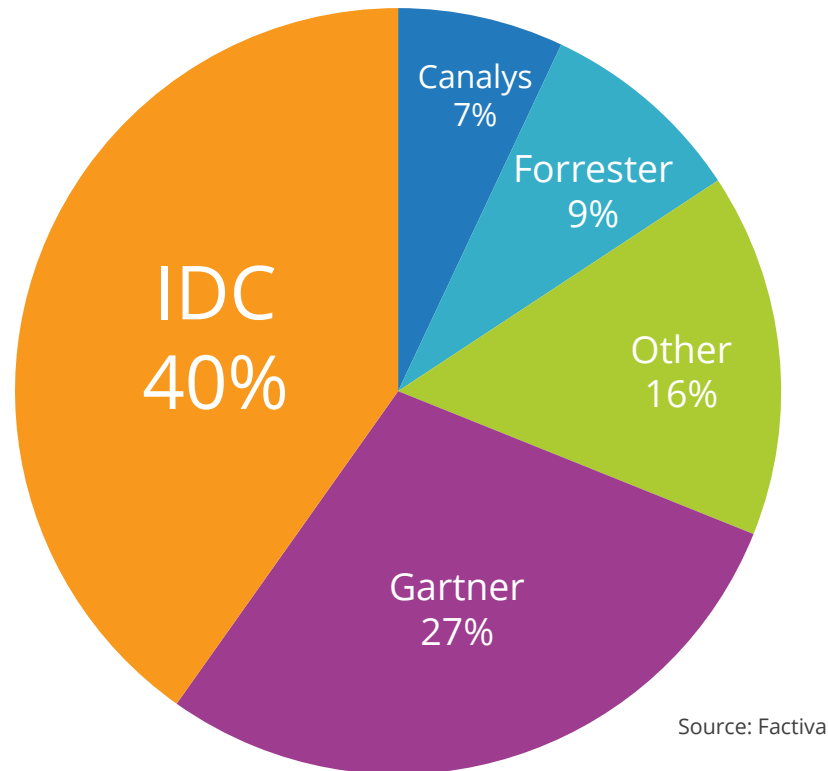
Analyst Firm
of the Year

2020



IDC has Unmatched Media Coverage

CY 2020 Media Mentions



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

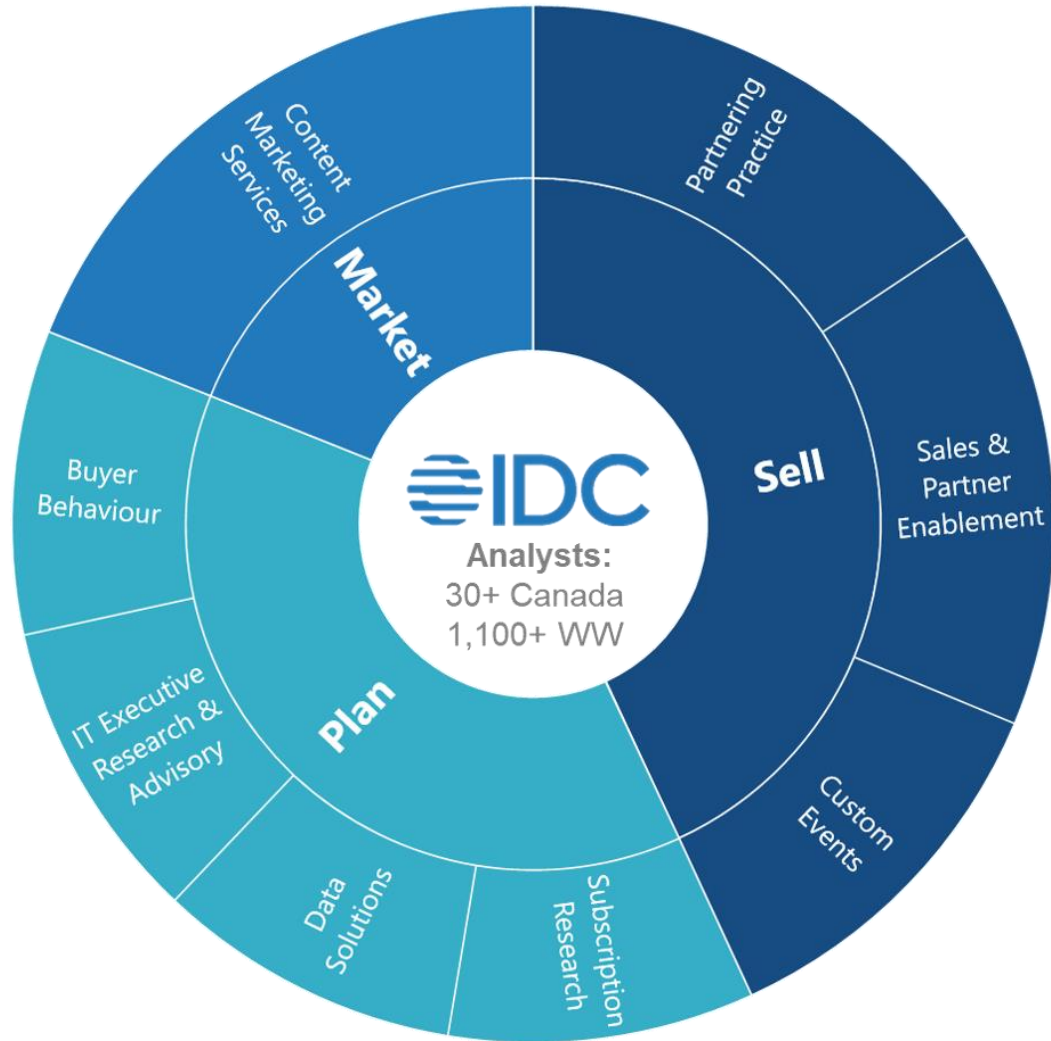
IDC has been ranked #1 in business press mentions for more than a decade.

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.

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

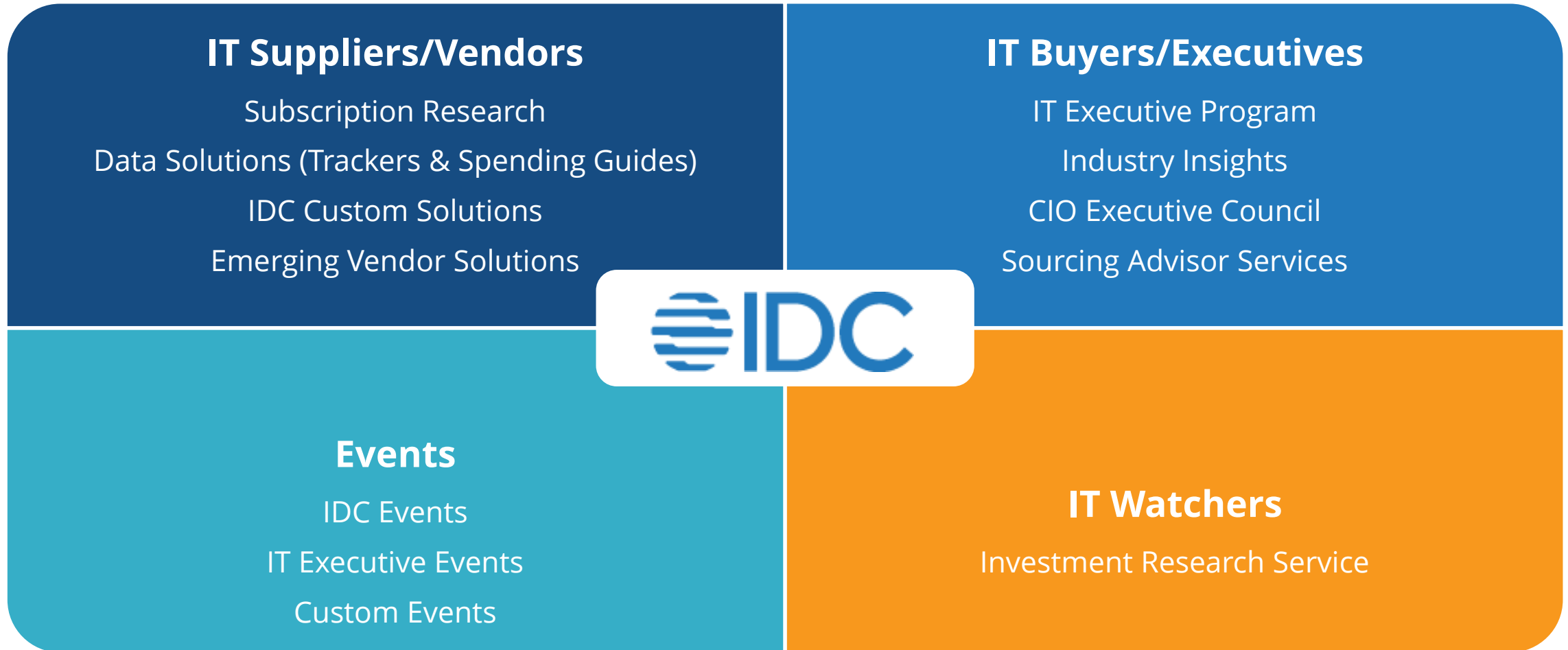


Responsive AskIDC Inquiry Desk to answer client questions



Customized Solutions to solve your business problems

IDC has the research solutions key technology stakeholders in marketplace need to succeed



- 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



Plan



Market



Sell

1

Assess the market

- Custom Market Models
- Market Share & Competitive Analysis
- Vertical analysis
- Spending Guides
- Due Diligence & Investment Analysis

Custom Analytics

2

Know Your Customers

- Quantitative primary research
- Focus groups
- Brand equity index
- Customer Personas
- Gap analysis
- Market simulator

Buyer Behavior

3

Build Awareness

- Existing Research
- Guest Blogs
- Analyst Videos
- Infographics
- Webcasts / Speaker Engagements
- Infobriefs
- Press Support

Licensed & Customized Content

4

Generate & Nurture Leads

- Custom Research
- Spotlights
- iViews / White Papers
- Lead Gen Assessment Tools
- Multimedia
- E-books
- Partner Marketing

Thought Leadership

5

Support Decisions

- Business Value Research
- ROI Spotlights
- ROI / BV White Paper
- Business Value / ROI Calculators (Snapshot Tools)
- Business Value Selling Tools

Business Value

6

Engage the Right Channels

- Partner Program Validation
- Channel Industry Best Practices
- Competitive Channel Insights
- Routes to Market Segmentation & Profitability Analyses

Partnering

7

Enable & Educate Sellers

- Market Education Workshops
- Buyer Conversation Guides
- Partner Enablement Success Guides
- Online & Video Tutorials
- Interactive Selling Tools

Sales Enablement

IDC Data Solutions Provide Critical Guidance



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 of 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

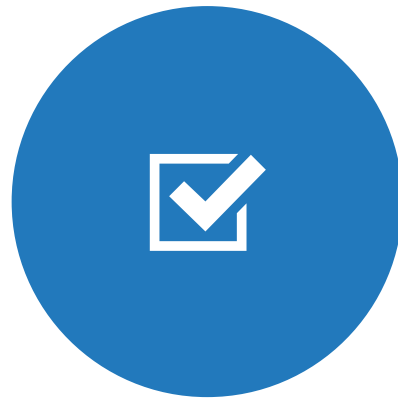


Focused on guiding the agenda of the future enterprise

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.



Trust IDC Canada
to be your
technology
research partner.

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