IDC ANALYZE THE FUTURE

IDC Financial Insights

IDC IT Executive Program

Actionable research, KPIs, benchmarks and best practices for your technology strategy

IDC has 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.

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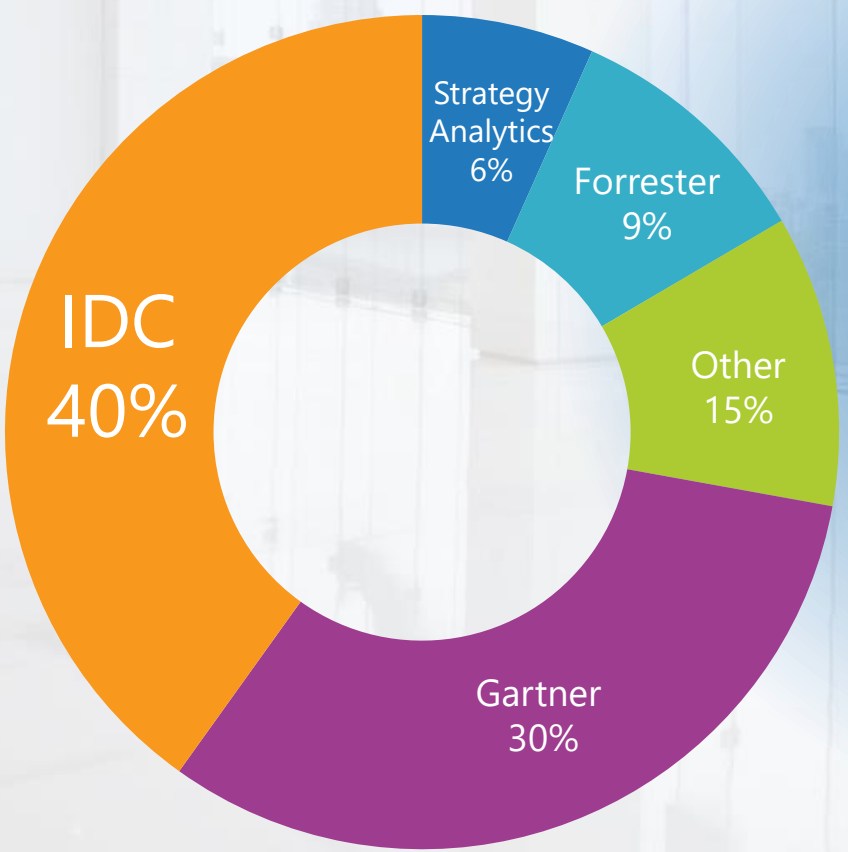
IDC has Unmatched Media Coverage

Media Mentions Prior 12 Months Ending June 2020



- 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.

Source: Factiva. "Other" includes Canalys, Frost & Sullivan, Omdia (formerly Ovum) and 451 Research.

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Driving Digital Strategies and Leadership Transformation

FUTURE ENTERPRISE

- Frame Tech & Biz Requirements
- Align IT and Business with DX Use Cases
- Scaling IT's New Hosting Strategy
- Practical Innovation & Technology Planning
- Transform Customer & Employee Experience
- KPIs, Metrics, and Cost Management

COVID-19 Recovery Strategies

INDUSTRY TRANSFORMATION

- Oil & Gas Utilities Mining
- Manufacturing
- Retail Hospitality & Dining Media
- Health Life Sciences
- Financial Services Insurance
- Government Smart Cities Education

CIO EXECUTIVE COUNCIL

- CIO Peer-to-Peer Executive Connections
- Brand Management
- Leadership Dev.: Custom Program
- Corporate Advisory Services: Joining a Board
- Executive Coaching
- CIO Group Mentoring Certification Program
- Women in IT Coaching Program

Note: Optional Fee Service

USE CASE CENTRIC INNOVATION

- AI
- Cloud
- IoT
- 3D Printing
- Blockchain
- AR/VR
- Robotics
- 5G & Mobile
- Big Data / Analytics
- CyberSecurity & Future of Trust

VENDOR SOURCING & MANAGEMENT

- Tech Evaluation, RFP Support & Vendor Selection
- Agile Sourcing: Strategic Alignment with IT and LOB
- IT Asset Optimization
- IT Deal Benchmarking
- Document Savings to Stake Holders Practices
- Audit Review and Defense

Note: Optional Fee Service

IDC ANALYZE THE FUTURE

CIO Executive Council

A Comprehensive Offering:

- Unlimited Research Access
- Unlimited Analyst Access

IDC Helps You Succeed on Your DX Journey

PLANNING

Digital Strategy Crafted

IDC helps you define your **digital strategy** and strategic priorities

EXECUTION

Digital Roadmaps Created

IDC helps you prioritize the programs and use cases for your **digital roadmap** and develop the **IT capabilities** required for DX

COMPETITIVE ADVANTAGE

Technology Investments Made

IDC helps you identify the **technologies** that will provide you with a unique differentiator

SPEED

Technology Partners Selected

IDC helps you vet **technology partners** that can bring your innovations to market faster

IDC's IT Executive Program is committed to supporting your business globally in your Digital Transformation journey.
We help clients mitigate risk, apply innovation, speed time to market, and drive business outcomes across IT and the line of business.

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84% of Organizations Worldwide are on a Digital Transformation (DX) Journey

PLAN

Organizations that don't have a vision for digitally transforming and a digital strategy will not succeed.

EXECUTION

Successful execution will depend on the roadmaps created for your organization's DX. What are your strategic priorities? What programs will you invest in? What projects will be funded first?

COMPETITIVE ADVANTAGE

The technologies your organization invests in will determine what you can achieve as competitive advantage.

SPEED

The digital economy will be won based on an organization's ability to innovate and bring that innovation to market. Organizations that can partner effectively with their technology suppliers will be able to bring innovation to market faster.

SUCCESS CRITERIA FOR THE DIGITAL ECONOMY

Shaping IT for the Future Organization

Research Addressing Critical Questions:

- What is the new role of technology & business leaders, and what is the path to get there?
- What are the top industry use cases and how should they be prioritized?
- What is the new due diligence with new and emerging technologies?
- How should AI be implemented? Is blockchain ready?
- What are the new KPIs to measure and communicate progress?
- What is the right Org Structure for our current stage of maturity?
- What are the new capabilities that are going to reshape business & technology expertise?
- What are peers doing with new technologies such as AI/ML? What sort of challenges are peers seeing & how are they handling them?

IDC is Prepared for the Shift in C-Level Agendas

Launched 9 global research Practices that connect technology to business outcomes

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Accelerated Pathways to Becoming a ***Digital Native*** Organization

DX Roadmaps

770+ Industry-Specific Use Cases for inclusion in your roadmaps

DX Performance

Dozens of **New KPIs & Metrics** specifically developed for the digital enterprise

DX Benchmarks

Digital maturity benchmarks to assess how your organization compares with industry peers

DX Organization

Research identifying **New Org Structures** based upon your current stage of DX maturity

DX Platform

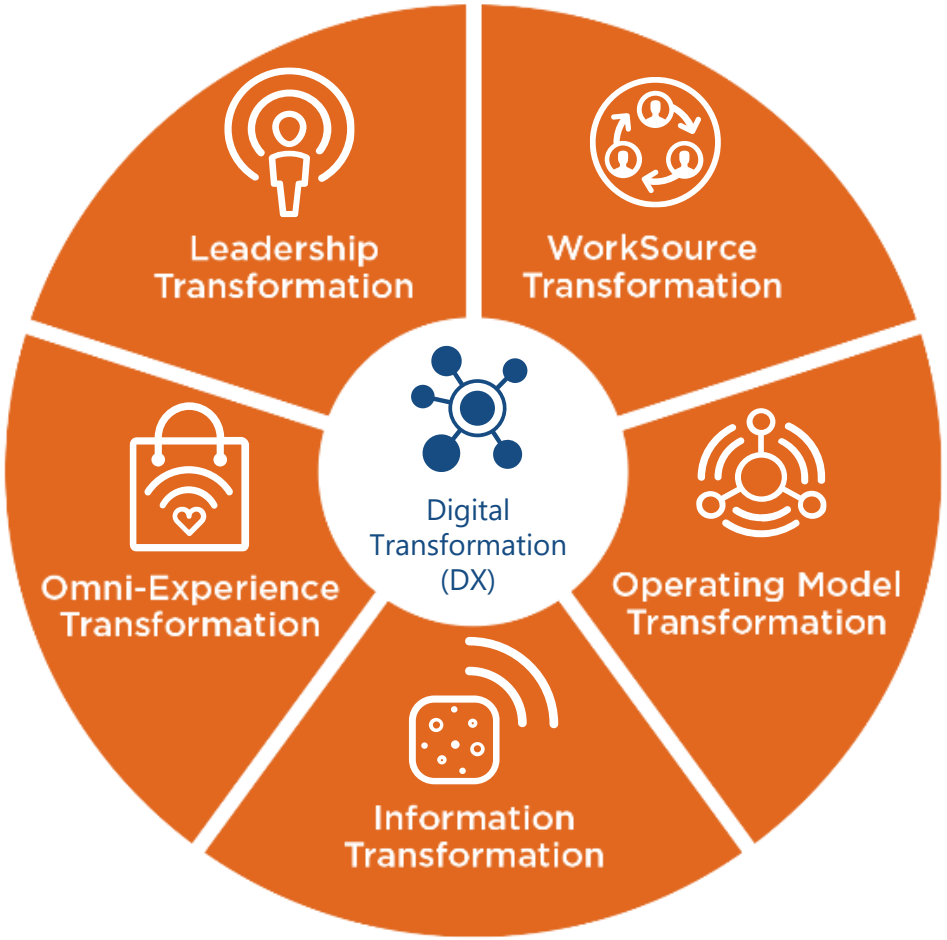
Architectural maps for the **New Digital Enterprise Platform** – Rearchitected for Scale placing data at its core

DX Capabilities

Blueprints for the **New DX Capabilities**

Broad Base of Deep Global Insight

Broad Base of New-Primary Research on Core and New/Emerging Technologies critical to an organization's IT modernization & transformation initiatives, and the rate at which they can do it!

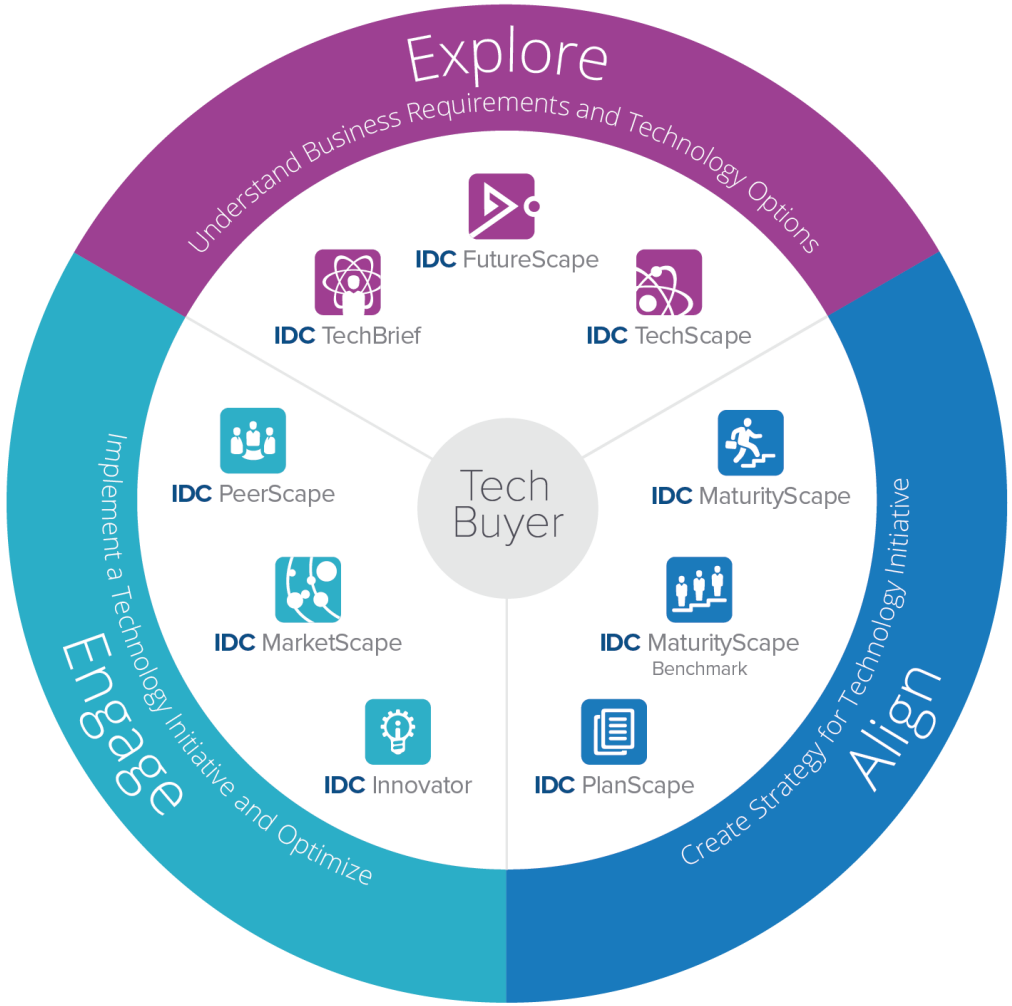


Innovation Accelerators

- Data Center Transformation
- Customer Experience
- Cloud
- 3D Printing
- Blockchain
- Mobility
- Security
- Robotics
- AI / ML
- Big Data / Analytics
- IoT
- AR / VR

IDC's Decision-Making Research Methodology:

IDC DecisionScapes



EXPLORE

ANTICIPATE, PLAN, PREPARE

Understand Business Requirements and Technology Options

- Drive change by understanding future trends and their impact on IT
- Anticipate and create bridges to essential new technologies
- Understand specific technology lifecycle's business impact, adoption patterns, adoption timing

ALIGN

PRIORITIZE INVESTMENTS

Create Strategy for Technology Initiative

- Create implementation strategies for new technologies and approaches
- Decide on needed technology investments and implementation timelines
- Assess and compare organizational maturity in critical areas

ENGAGE

DEPLOY, IMPLEMENT AND OPTIMIZE

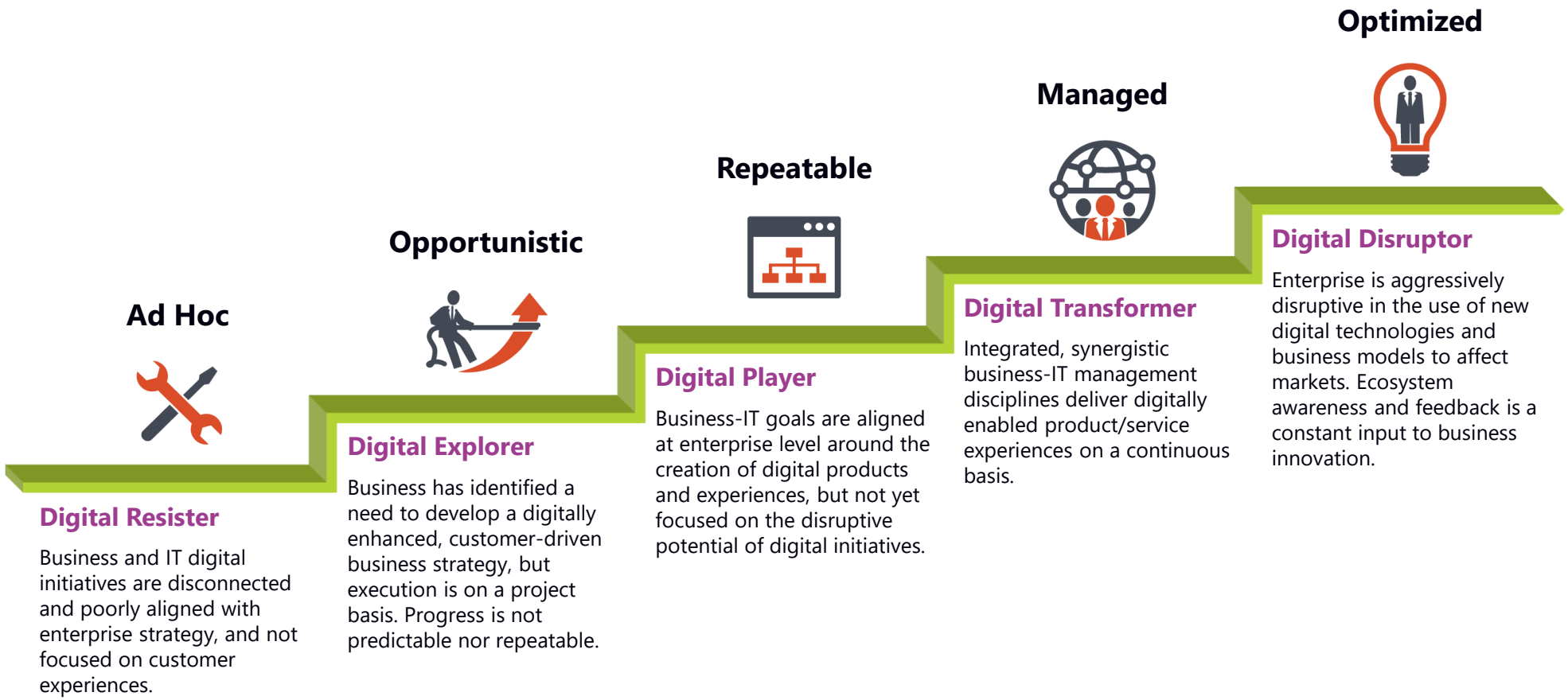
Implement a Technology Initiative and Optimize

- Learn about best practices to accelerate digital strategy
- Identify emerging vendors with innovative new technologies or business models
- Identify vendors and partners for specific projects or funding opportunities

Assess Your Digital Transformation (DX) Strategy

IDC IT Executive Programs Workshop

IDC MaturityScape: Digital Transformation (DX)



Identifying Technologies That Will Enable You to Transform Your Business

IDC TechBrief

Informs IT executives about a single technology. It focuses on the key areas surrounding a technology such as the benefits, risks, success factors, adoption rate, and required investment.

Technology Description

A new way to package applications that logically collect code and dependencies using fewer resources than virtual machines

Adoption

LOW MED HIGH

Less than 7% of large enterprise IT organizations are using container technology today; however, IDC expects this rate to triple in 2017

Benefits

Faster time to market and more agility for customers requesting new application functionality

Risks

LOW MED HIGH

Expect significant evolution in the container ecosystem; the container format is stable, but orchestration solutions are vying for market share

Critical Success Factor

Process integration, automation, and agile development are expected benefits

Investment

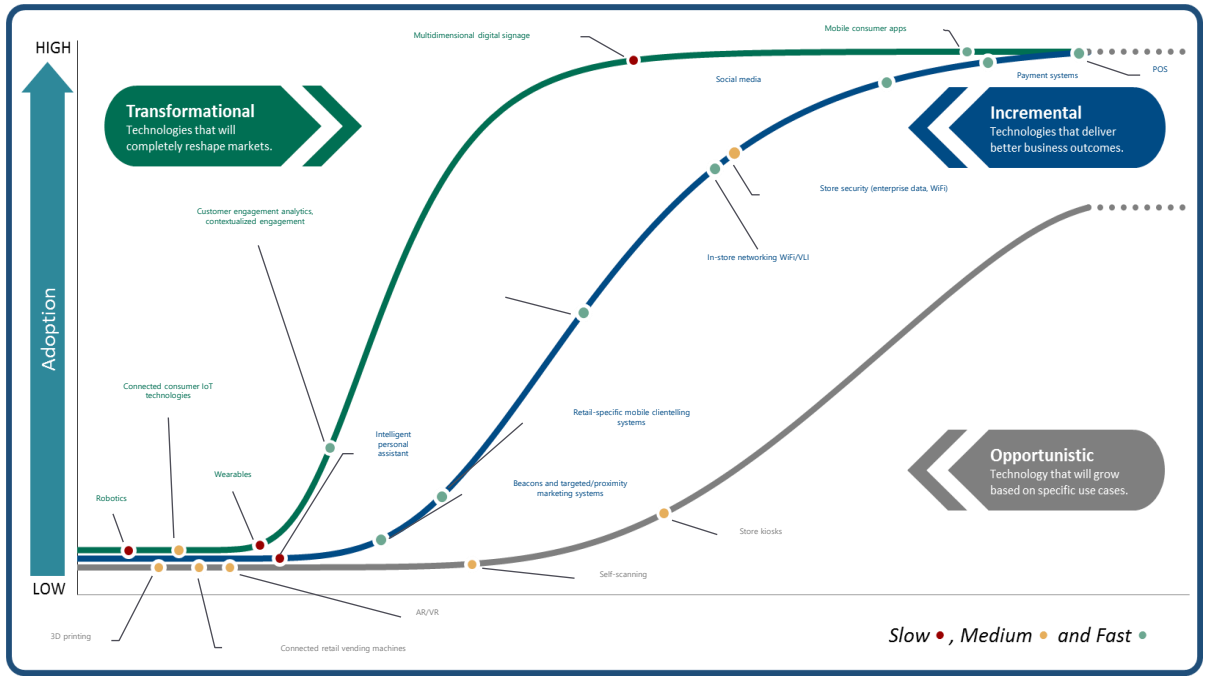
LOW MED HIGH

Executives should allocate at least 1-2% of their application development budget toward container experimentation

IDC TechScape

Mitigates technology risk by helping organizations align their tolerance for risk with the anticipated maturation of a technology.

IDC TechScape: Worldwide Digital Store Technologies, 2016

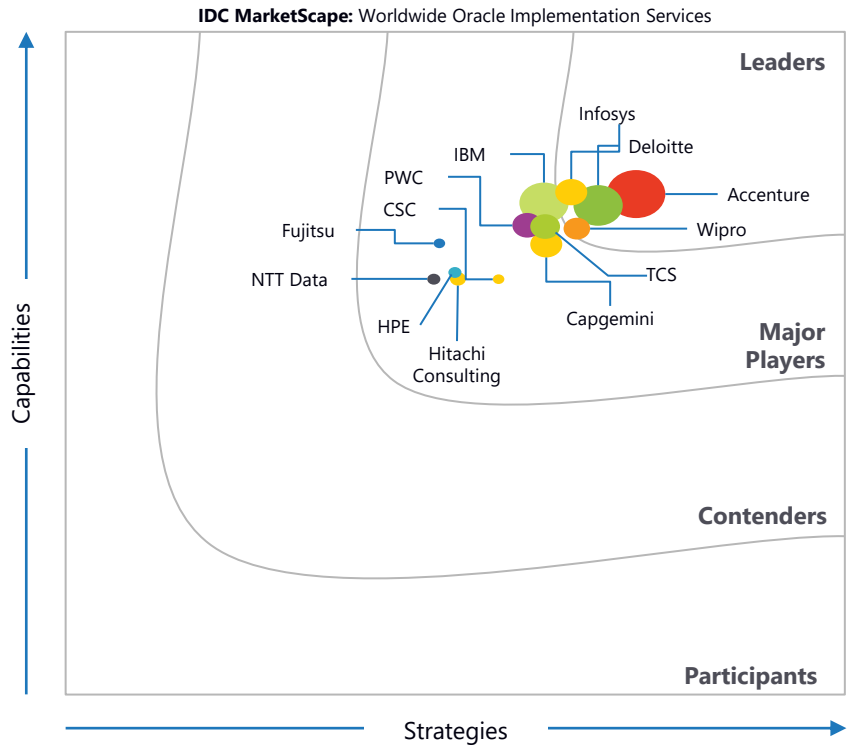


IDC TechScapes cover the technologies needed for DX programs

The Business Impact of Selecting the Right Innovation Partners

IDC MarketScapes

Short list your technology vendors with fact-based vendor assessments. Published documents for over 200 technologies.



Source: IDC, 2016

IDC Innovators

Profiles of hundreds of emerging technology companies covering key digital investment areas: PaaS, IoT platforms, robotics, containers, DevOps infrastructure automation, operations analytics, security, behavioral analytics, AI.

Sample Topics Include:

- Analytic Applications for Manufacturing
- Behavioral Analytics and Identity Awareness
- Cloud-Enabled Mobile Security Products
- Cloud-Managed Network Monitoring
- Cloud Services Enablement
- Composable/Software-Defined Infrastructure
- Container Technology
- DevOps Infrastructure Automation
- Enterprise Mobile Application Development Platforms
- Enterprise Platforms for Smart Eyewear
- Internet of Things Platforms
- IT Operations Analytics
- Location-Based Smart City Civic Engagement Tools
- Machine Learning in Healthcare
- Machine Learning–Based Text Analytics
- Mobile Apps for U.S. Political Engagement
- Platform as a Service
- SD-WAN
- Smart City Open Data Platforms
- Self-Service Data Preparation
- Talent Discovery
- U.S. Financial Compliance, Fraud, and Risk Analytics
- U.S. Virtual Care Solutions
- Warehouse Robotics
- Worldwide Image Analytics

IDC Innovator

IDC ANALYZE THE FUTURE

Advising on Technology in the Context of Industry

IDC Energy Insights

Agile Energy
Energy as a Service
Agile Mining Operations

IDC Manufacturing Insights

Collaborative Innovation
Engaging Consumer Experience at Scale
Creating Experience Ecosystems
Technology as a Service

IDC Financial Insights

Connected Banking
Contextual and Value-Centric Insurance
Capital Markets: Integrated Investing

IDC Retail Insights

Experiential Retail
Experiential Hospitality, Dining and Travel
Ubiquitous Content Delivery

IDC Health Insights

Value-Based Health
Knowledge-Based Medicine

IDC Government Insights

Smart Cities and Communities
Transformative Academia
Effective National Government

IDC Financial Insights

Introduction

IDC ANALYZE THE FUTURE

IDC Financial Insights

By 2024, 40% of banks will partner with fintech disruptors through cloud ecosystems to offer real-time payment overlay products addressing business and cross-border challenges.

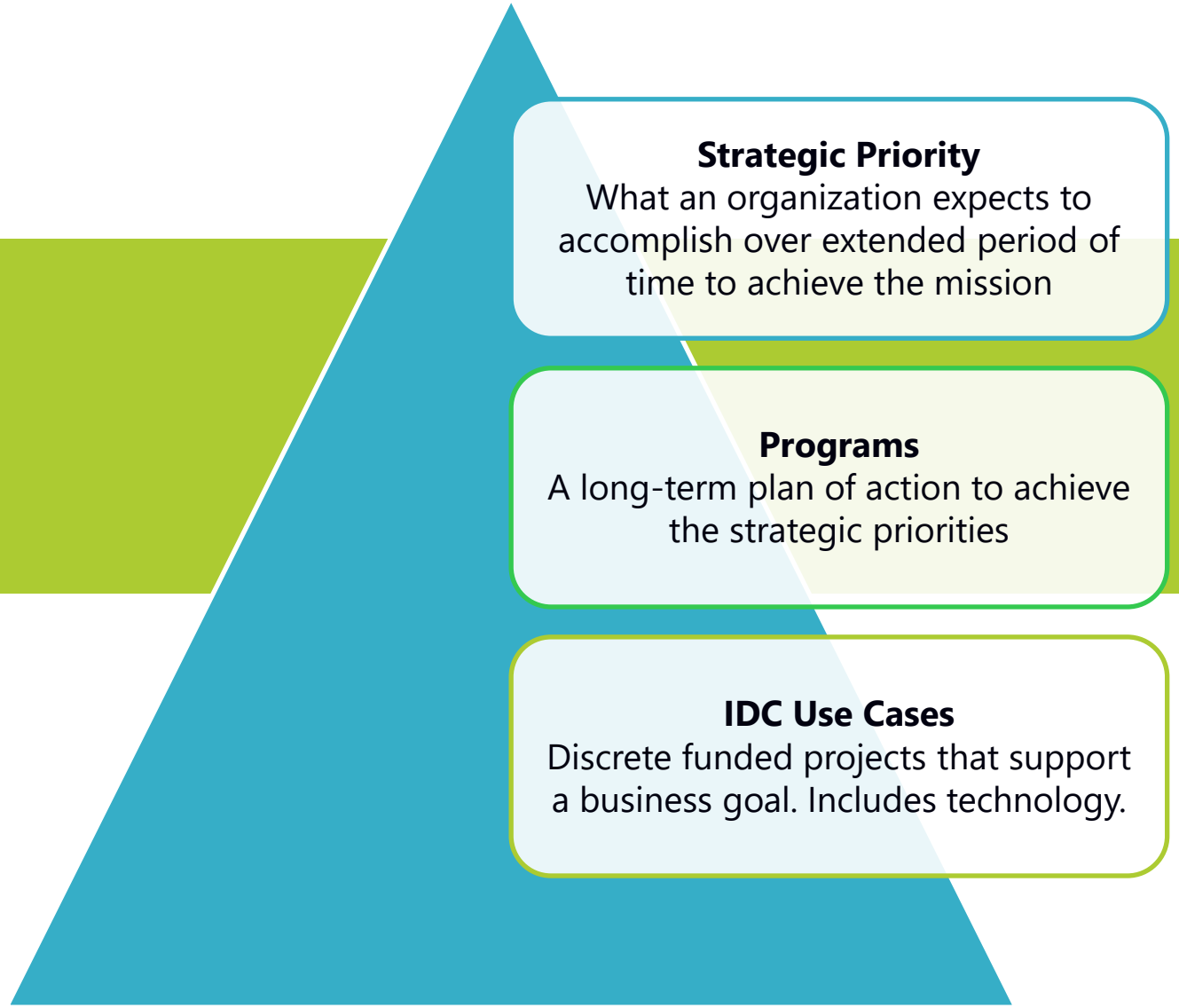
IDC Financial Insights' works with financial institutions to achieve success through connected banking, the creation of value through open, agile, and secure infrastructures, creating dynamic customer experiences, and delivered to banking and payments customers worldwide.

Our global team of analysts, with decades of industry experience, advise financial institutions how to supplant the functionality of legacy systems with digital technologies that will improve efficiency and profitability, engage the customer in a meaningful way while reducing risk and fraud.

IDC Financial Insights

IDC Financial Insights Use Cases

What is an IDC Use Case?



IDC Financial Insights

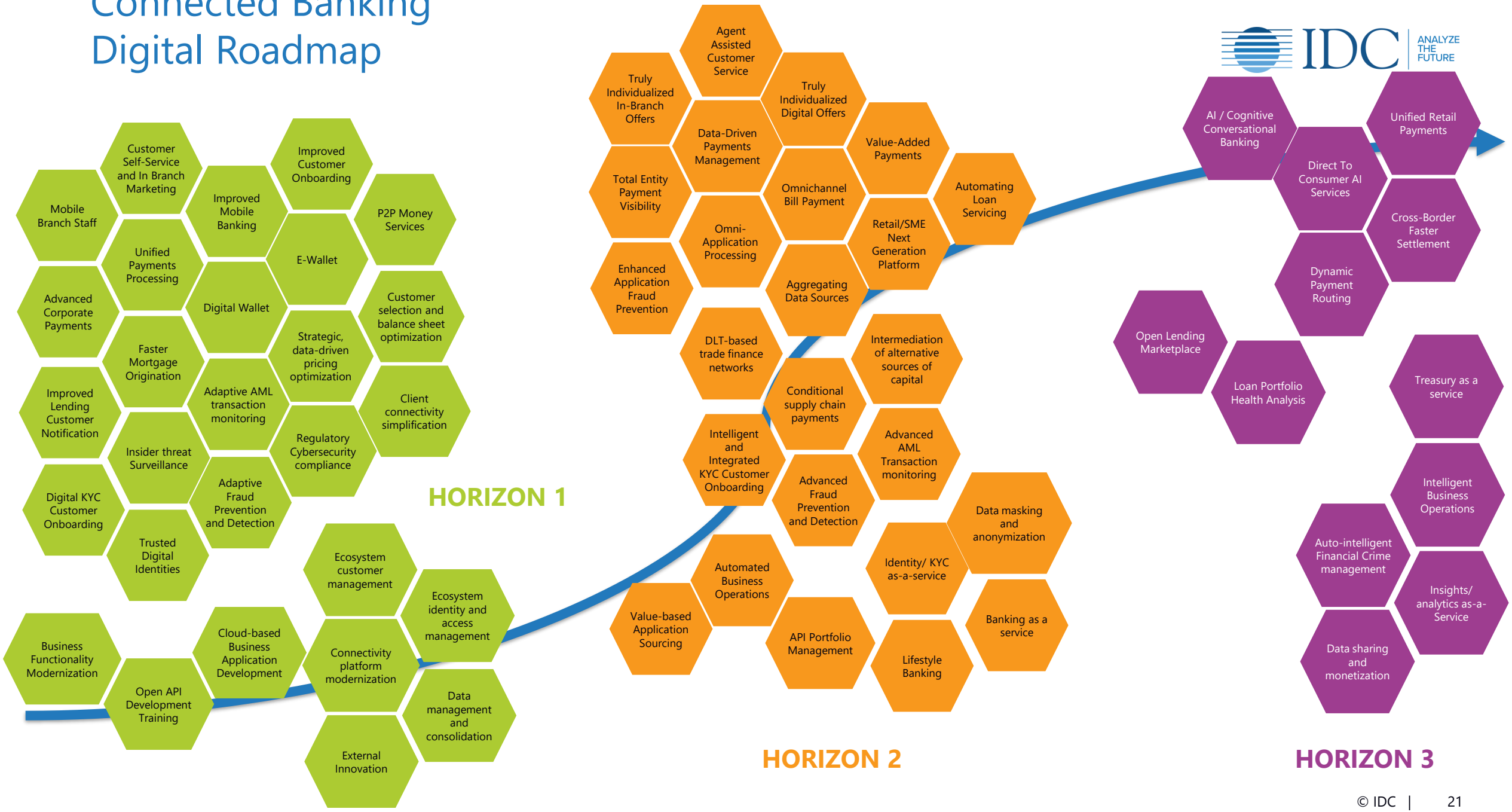
IDC Financial Insights: Connected Banking

Strategic Priorities	PROGRAMS	USE CASES				
Omni-Experience Customer Engagement	Branch Transformation	Mobile Branch Staff	Customer Self-Service & In-Branch Marketing	Truly Individualized In-Branch Offers		
	Digital Banking	Agent-Assisted Customer Service	Improved Mobile Banking	AI / Cognitive Conversation Banking	Direct-to-Consumer AI Services	
	Growing & Expanding Relationships	Truly Individualized Digital Offers	Improved Customer Onboarding			
Next-Generation Payments	Unified Payments Infrastructure	Advanced Corporate Payments	Total Entry Payment Visibility	Dynamic Payment Routing	Unified Payments Processing	Data-Driven Payments Management
	Alternate Payments Rails	Cross-Border Faster Settlement	P2P Money Services	Value-Added Payments		Unified Retail Payments
	Omni-Channel Payments	Omni-Channel Bill Payment	Digital Wallet	eWallet	Connected Device Payments	
Digital Lending	Enhanced Origination	Enhanced Application Fraud Prevention	Improved Customer Process Notification	Omni-Application Processing		
	Model Innovation	Aggregating Data Sources	Retail/SME Next-Gen Platform	Open Lending Marketplace		
	Lending Back Office	Faster Mortgage Origination	Automating Loan Servicing	Loan Portfolio Health Analysis		
Corporate Banking	Client Value & Data-Driven Pricing	Customer Selection & Balance Sheet Optimization	Strategic Data-Driven Pricing Optimization			
	Distributed & Direct Connectivity Networks	Client Connectivity Simplification	DLT-Based Trade Finance Networks	Conditional Supply Chain Payments		
	Business Model Innovation	Intermediation of Alternative Sources of Capital	Treasury as a Service			

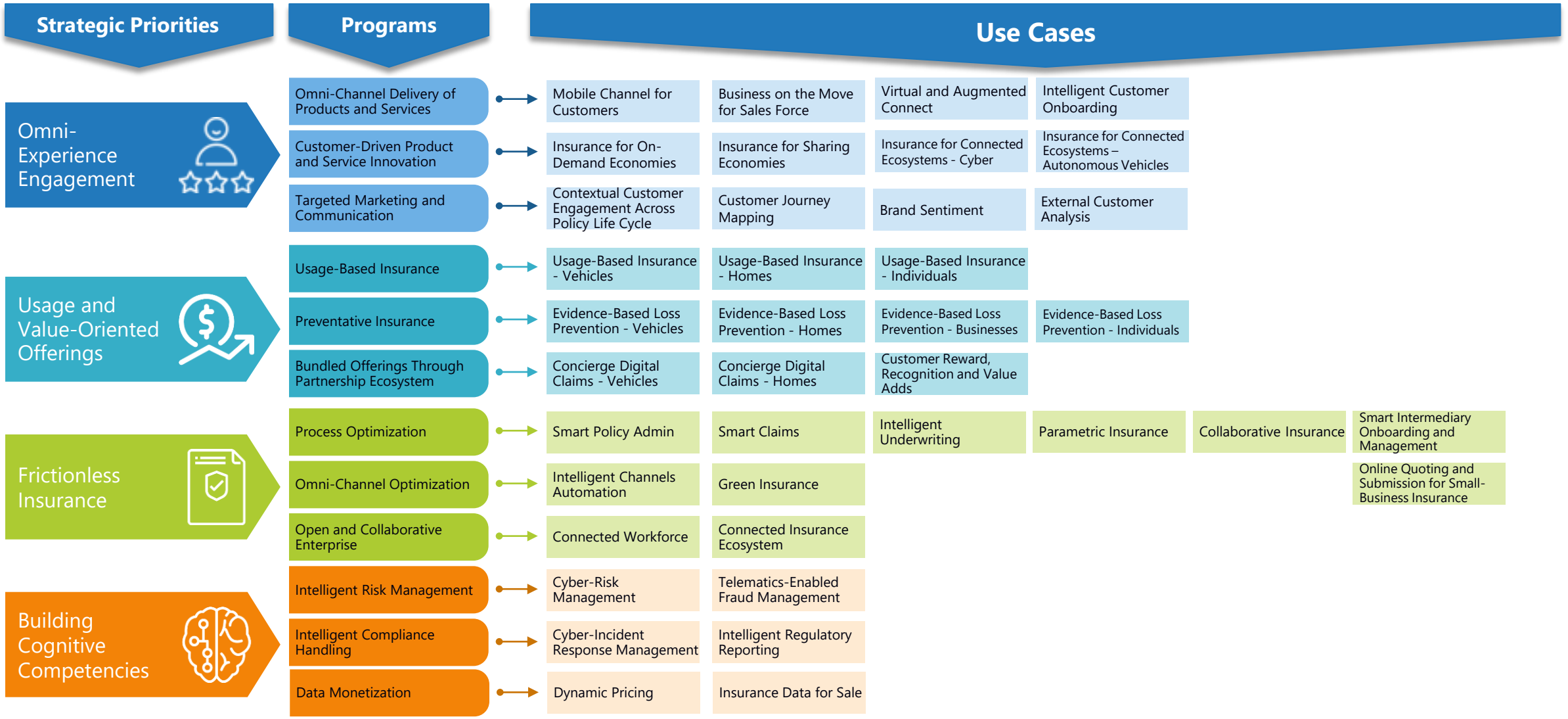
IDC Financial Insights: Connected Banking

Strategic Priorities	PROGRAMS	USE CASES				
Digital Trust & Stewardship	Data-Enhanced Identity Management	Digital KYC Customer Onboarding	Intelligent & Integrated KYC Customer Onboarding	Trusted Digital Identities		
	Financial Crime Prevention & Compliance	Adaptive Fraud Prevention and Detection	Advanced Fraud Prevention and Detection	Adaptive AML Transaction Monitoring	Advanced AML Transaction Monitoring	Auto-Intelligent Financial Crime Management
	Cybersecurity Threat Detection & Compliance	Insider Threat Surveillance	Regulatory Cybersecurity Compliance			
Efficiency & Agility	Core Transformation	Business Functionality Modernization	Open Development Training	API Portfolio Management		
	Process Optimization	Automated Business Operations	Intelligent Business Operations			
	Rightsourcing	Cloud-Based Business Application Development	Value-Based Application Sourcing			
External Ecosystems	Connectivity Infrastructure	Connectivity Platform Modernization	Ecosystem Identity and Access Management	Ecosystem Customer Management		
	API & Data Monetization	Data Sharing and Monetization	Data Masking and Anonymization	Data Management and Consolidation		
	Business & Operation Model Transformation	Insights / Analysis as a Service	Identity / KYC as a Service	Banking as a Service	Lifestyle Banking	External Innovation

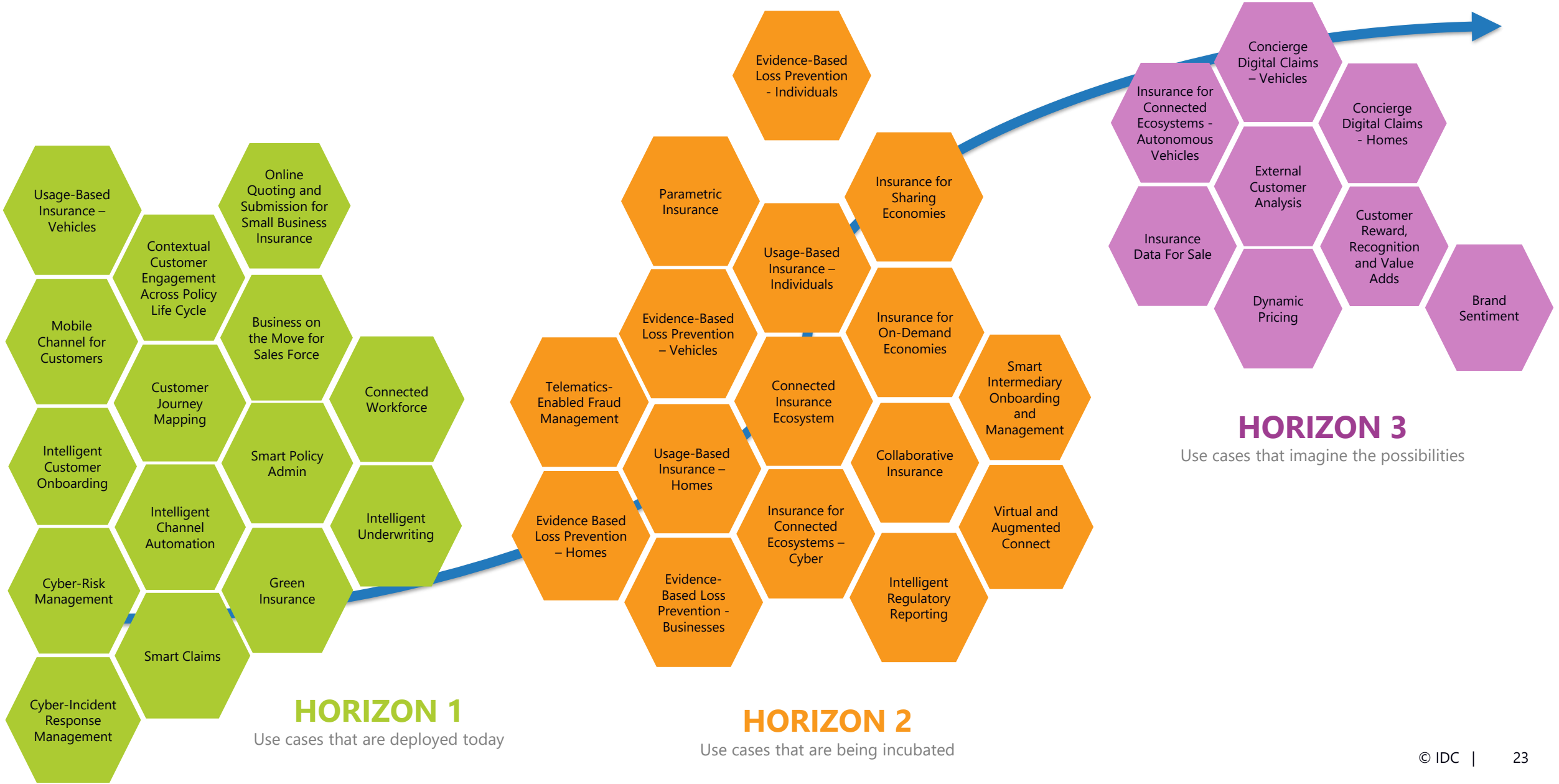
Connected Banking Digital Roadmap



IDC Financial Insights: Contextual and Value-Centric Insurance



Contextual and Value-Centric Insurance Digital Roadmap



IDC Financial Insights: Integrated Investing

Strategic Priorities	Programs	Use Cases				
Reimagined Investment Process	Advanced Investment Analysis	Amplified Alpha	Outperforming Predictive Analytics	Tokenization of Illiquid Assets	"Retailization" of Alternative Investments	
	Expanded Data Sets	Augmented Investment Decisions	Data Marketplaces			
	Tailored Pricing Models	Intelligent Pricing	Proprietary Indexing	Optimized Fulcrum Model	Transparent Price Management	
Advisory Engagement	Financial Advisor Enablement	Smart Portfolio Management	Automated Rebalancing	Integrated Advisory Platforms	Open API Custodial Platforms	TAMP Unbundling
	Value-Based Client Engagement	Intelligent CRM	Specialized Financial Planning			
Risk Management	Onboarding Analysis	Digital KYC Onboarding	Universal Client Profile	Amplified Onboarding Client Analytics		
	Client Life-Cycle Analysis	Continuous Client Monitoring	Sentiment Analytics			
	Integrated Regulatory Ecosystem	Suitability Compliance	Improved Governance	Unified Trade Workflow		
Efficiency and Agility	Process Automation	Unified Workflow Connectivity	Optimized Global Trade Processing	Mutualized Trade Processing	Real-time Settlement and Reconciliation	
	Value Optimization	Adding Price Transparency	Shelf Space Rationalization	Accurate Valuations	Debiasing of Investment Behavior	
Direct Distribution	Intelligent Advice	Real-time Financial Advice	Financial Planning as a Service			
	Democratization of Investing	Tokenized Funds	Micro-investing as a Service			

Integrated Investing Digital Roadmap

Fact-Based Research

- Asia/Pacific Banking Customer Centricity
- Asia/Pacific Financial Services IT Strategies
- China Financial Digital Transformation Strategies
- Consumer Banking Engagement Strategies
- European Banking Digital Transformation Strategies
- Middle East and Africa Banking IT Strategies
- North America Digital Lending
- Worldwide Banking Digital Transformation Strategies
- Worldwide Banking IT Spending Guide
- Worldwide Capital Markets IT Spending Guide
- Worldwide Compliance, Fraud, and Risk Analytics Strategies
- Worldwide Corporate Banking Digital Transformation Strategies
- Worldwide Insurance Digital Transformation Strategies
- Worldwide Insurance IT Spending Guide

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- **Canadian Software as a Service** (Learn More)
- **IDC Government Insights: Canadian IT Opportunity** (Learn More)

An IDC Annual Partnership & Engagement Model

Annual Subscription Service Includes: **Unlimited Research Access** + **Unlimited Analyst Access** (1,100+)

UNLIMITED ANALYST ACCESS: Global Team of 1,100+ Analysts

- **Unlimited 1-Hour Analyst Calls** with any of IDC's 1,100+ analysts around the world
- **Any colleague from the same organization can join any analyst call**, they DO NOT need a separate user licence

UNLIMITED RESEARCH ACCESS:

- Unmetered Access to IDC's *Global Technology Research* Portfolio
- Unmetered Access to IDC's *Global Financial Insights Research* Portfolio
  - **No Limit to the Amount of Research/Reports a User May Download/Access**.
  - **All research/reports may be shared internally across the entire organization**

DEDICATED *CLIENT RELATIONSHIP MANAGER* (CRM):

- **Your dedicated CRM should be viewed as an extension of your team**. Your CRM proactively manages the relationship, learning your business objectives and key technology initiatives, challenges,…etc., to help proactively send out relevant research. Your CRM schedules all analyst calls, helps find any specific research, holds monthly "touch-base" calls and quarterly *Business Value Review* (BVR) calls…etc.

OPEN/FREE ACCESS TO ALL IDC & IDG EVENTS WORLDWIDE

- **IDC and IDG host hundreds of events around the world every year**, including live conferences, summits, roundtables, roadshows, web conferences…etc. IDC also sponsors dozens of events in the U.S., where clients can get complimentary access or reduced fee access.

CIO EXECUTIVE COUNCIL (Optional Add-on)*:

- Peer Connections / CIO Council Membership
- Brand Management Services
- Leadership Development Programs
- *Additional fees will apply

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