



# 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



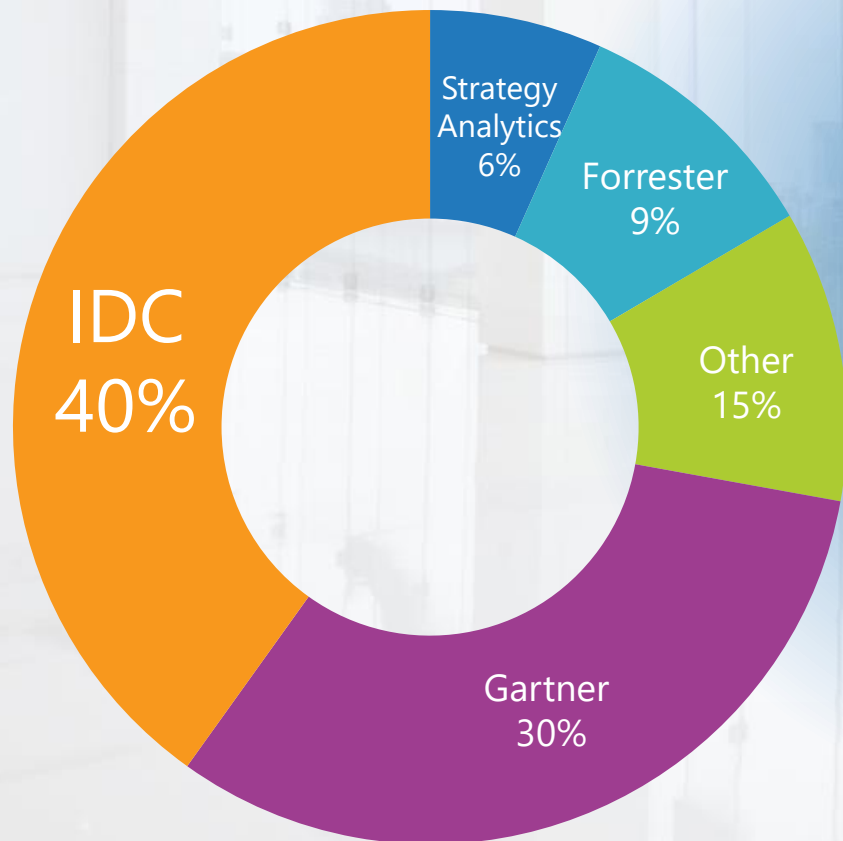
1,100 analysts in over 50 countries advising technology suppliers, business leaders and Wall Street

Our Vision:

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

# 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.

# 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











 <b>Oil &amp; Gas Utilities Mining</b>	 <b>Manufacturing</b>
 <b>Retail Hospitality &amp; Dining Media</b>	 <b>Health Life Sciences</b>
 <b>Financial Services Insurance</b>	 <b>Government Smart Cities Education</b>

## 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

 <b>Cloud</b>	 <b>AI</b>	 <b>IoT</b>
 <b>3D Printing</b>	 <b>Blockchain</b>	
 <b>AR/VR</b>	 <b>Robotics</b>	
 <b>5G &amp; Mobile</b>	 <b>Big Data / Analytics</b>	
 <b>CyberSecurity &amp; Future of Trust</b>		

## VENDOR SOURCING & MANAGEMENT

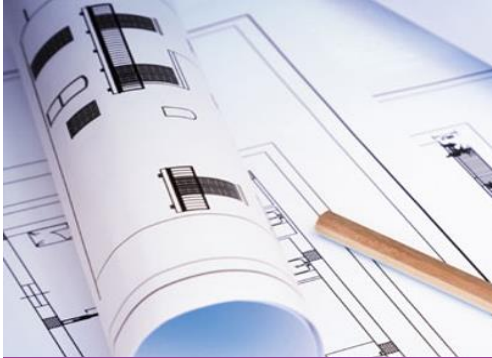
- ▶ Tech Evaluation, RFP Support & Vendor Selection
- ▶ Agile Sourcing: Strategic Alignment with IT and LOB
- ▶ IT Asset Optimization
- ▶ IT Deal Benchmarking
- ▶ Document Savings to Stake Holders Practices
- ▶ Audit Review and Defense

Note: Optional Fee Service

- 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.

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

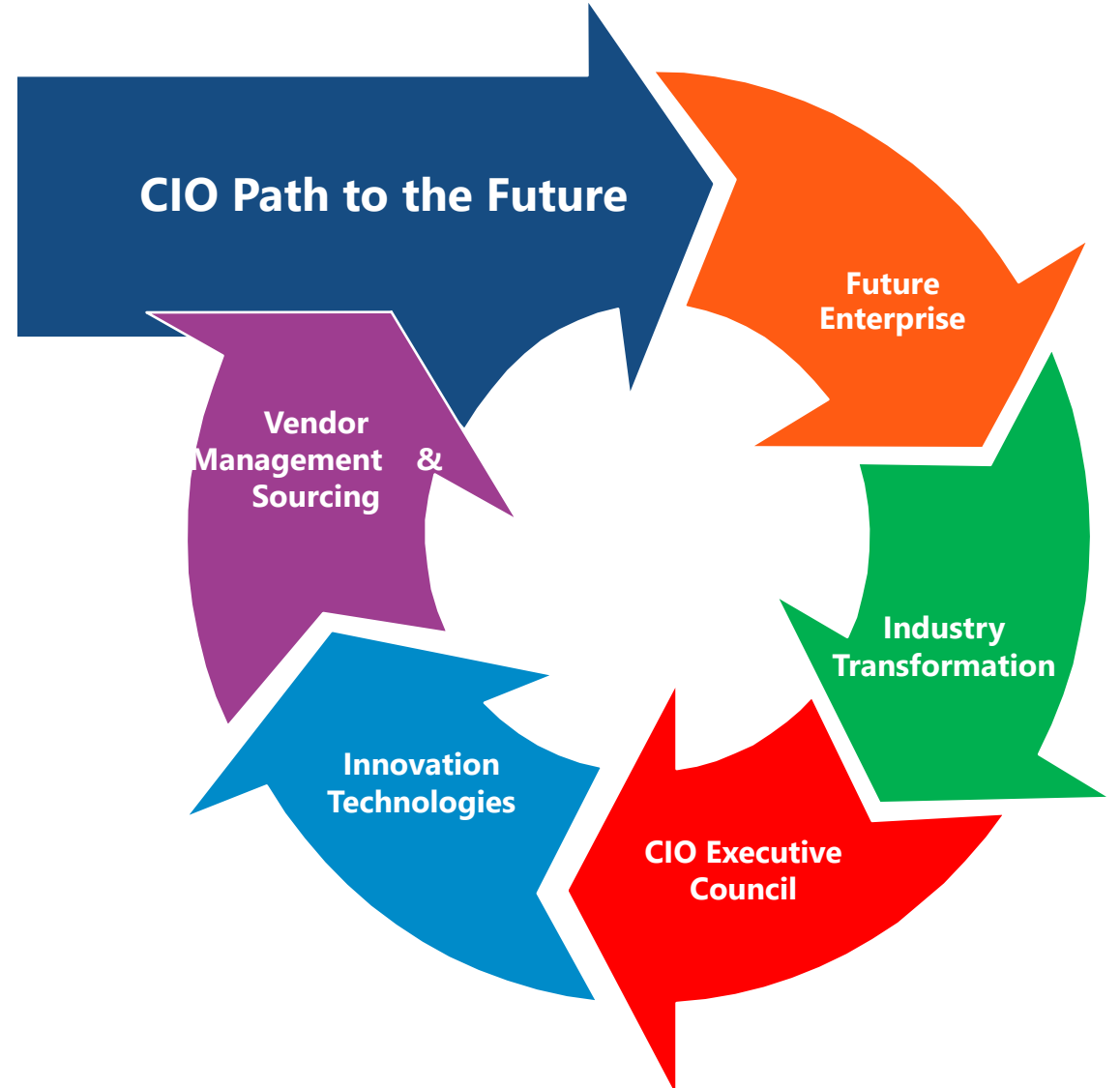


## SUCCESS CRITERIA FOR THE DIGITAL ECONOMY

# 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





# 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

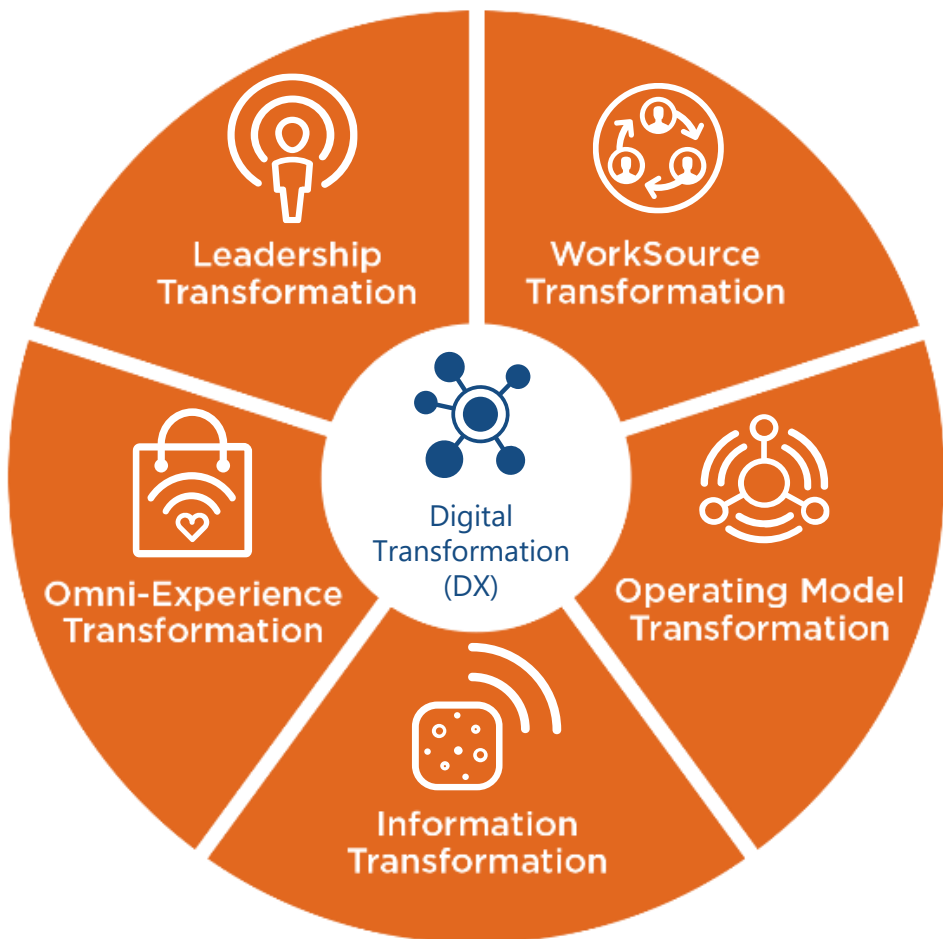


DX  
Capabilities






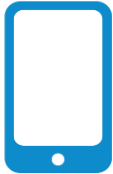



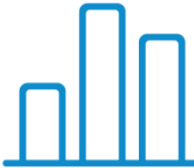


Blueprints for the **New DX Capabilities**

# Broad Base of Deep Global Insight

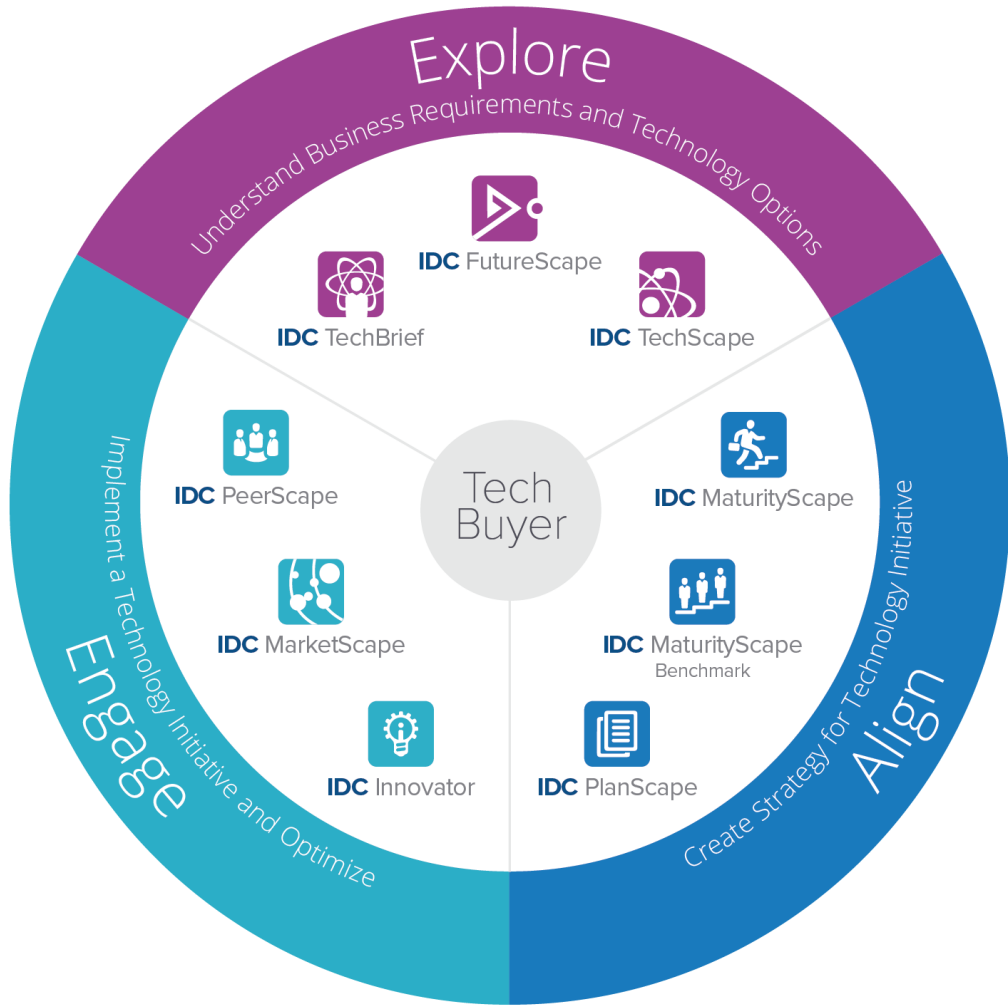
Broad Base of New-Primary Research on Core and New/Emerging Technologies critical to an organization's IT modernization & transformation initiatives, and the rate at which they can do it!



## 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

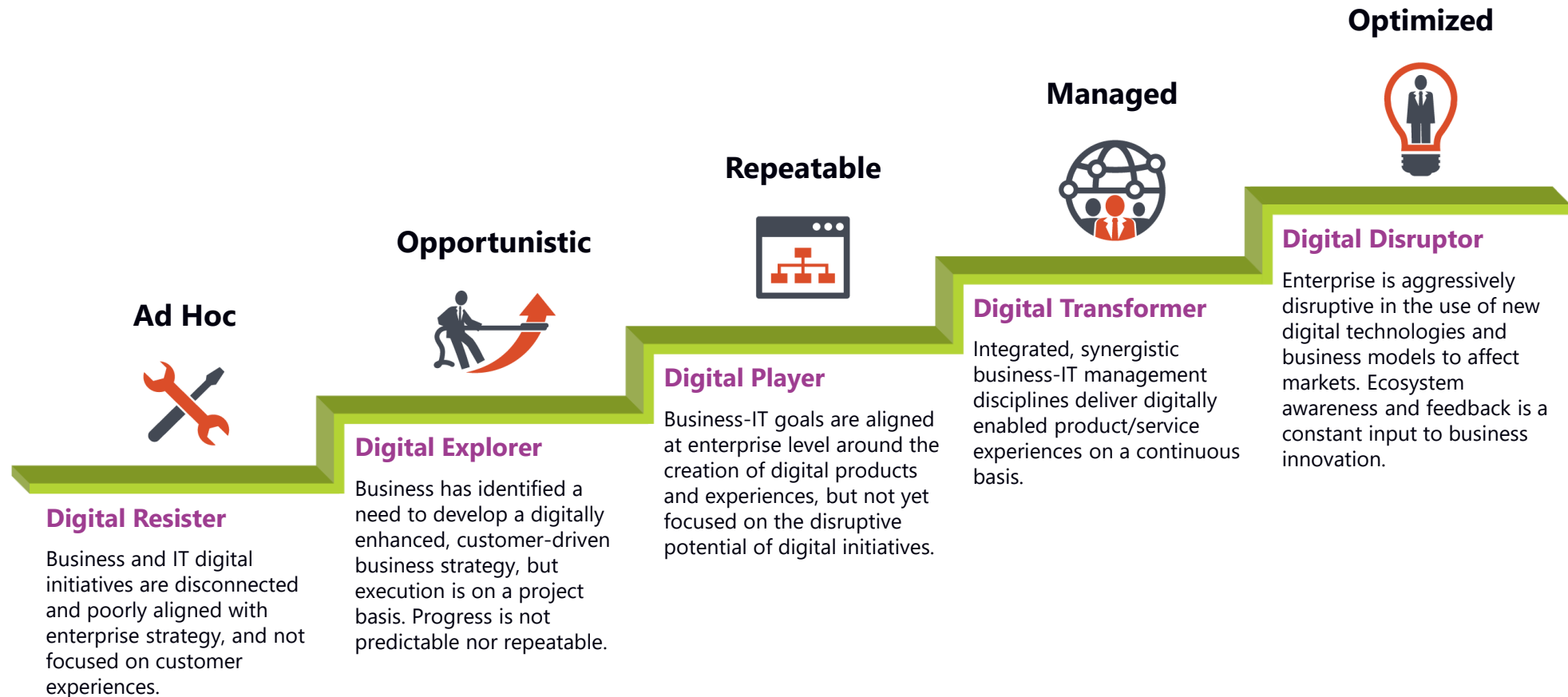
*Implement a Technology Initiative and Optimize*

- 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

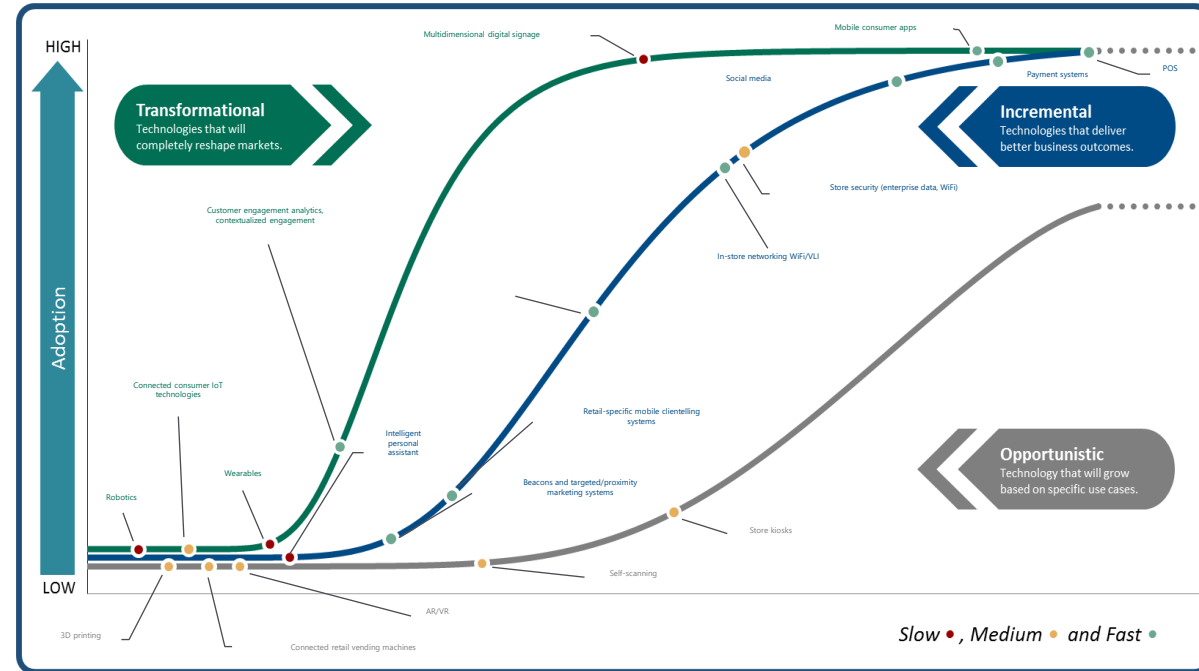
Informs IT executives about a single technology. It focuses on the key areas surrounding a technology such as the benefits, risks, success factors, adoption rate, and required investment.

 <p><b>Technology Description</b></p> <p>A new way to package applications that logically collect code and dependencies using fewer resources than virtual machines</p>	<p><b>Adoption</b> <span style="float: right;">LOW MED HIGH</span></p> <p>Less than 7% of large enterprise IT organizations are using container technology today; however, IDC expects this rate to triple in 2017</p>
 <p><b>Benefits</b></p> <p>Faster time to market and more agility for customers requesting new application functionality</p>	<p><b>Risks</b> <span style="float: right;">LOW MED HIGH</span></p> <p>Expect significant evolution in the container ecosystem; the container format is stable, but orchestration solutions are vying for market share</p>
 <p><b>Critical Success Factor</b></p> <p>Process integration, automation, and agile development are expected benefits</p>	<p><b>Investment</b> <span style="float: right;">LOW MED HIGH</span></p> <p>Executives should allocate at least 1-2% of their application development budget toward container experimentation</p>

## 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



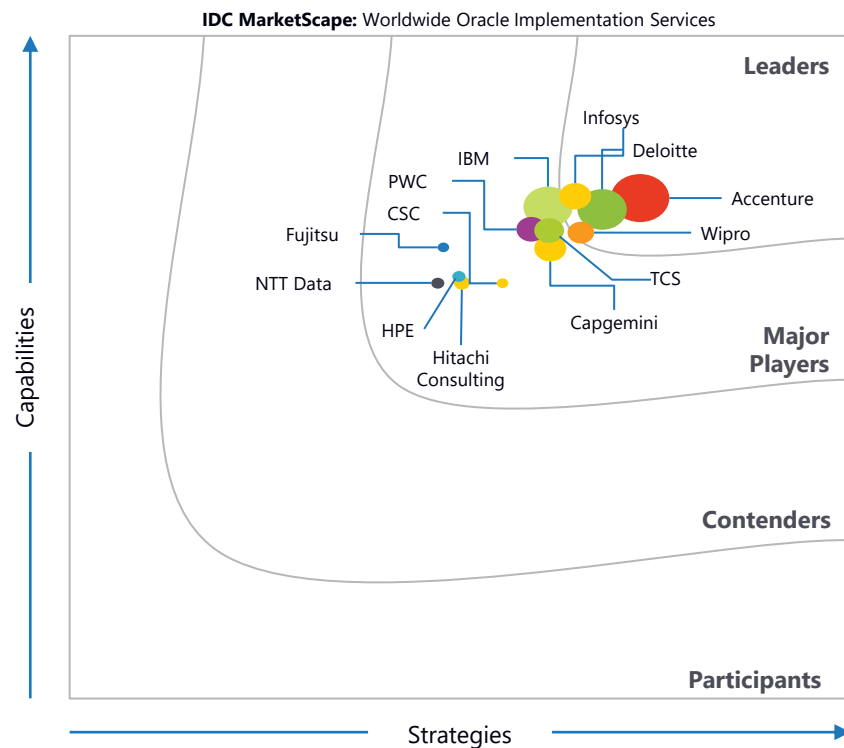
IDC TechScapes cover the technologies needed for DX programs



# 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

# 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 Government Insights

Introduction

# IDC Government Insights



*By 2024, one-third of all Smart Cities use cases will be impacted by 5G, and 75% of large cities will use 5G to scale key services such as real-time crime centers, V2X connectivity, and smart stadiums.*

Governments around the world are looking to increase the attractiveness, services and economic opportunities of their city, state or country by facilitating citizen engagement and optimizing operations. IDC Government Insights advises Governments on how to leverage technology to realign government services with the needs and expectations of citizens, so as to enhance service delivery, drive new revenue streams, and spur economic development.

IDC Government Insights delivers independent, timely and relevant information to meet the needs of each client, through a continuous information service. In addition, IDC Government Insights senior-level staff is available for proprietary consulting engagements to address specific client challenges, or to customize the results of our syndicated research offering



# IDC Government Insights Use Cases

## What is an IDC Use Case?

### **Strategic Priority**

What an organization expects to accomplish over extended period of time to achieve the mission

### **Programs**

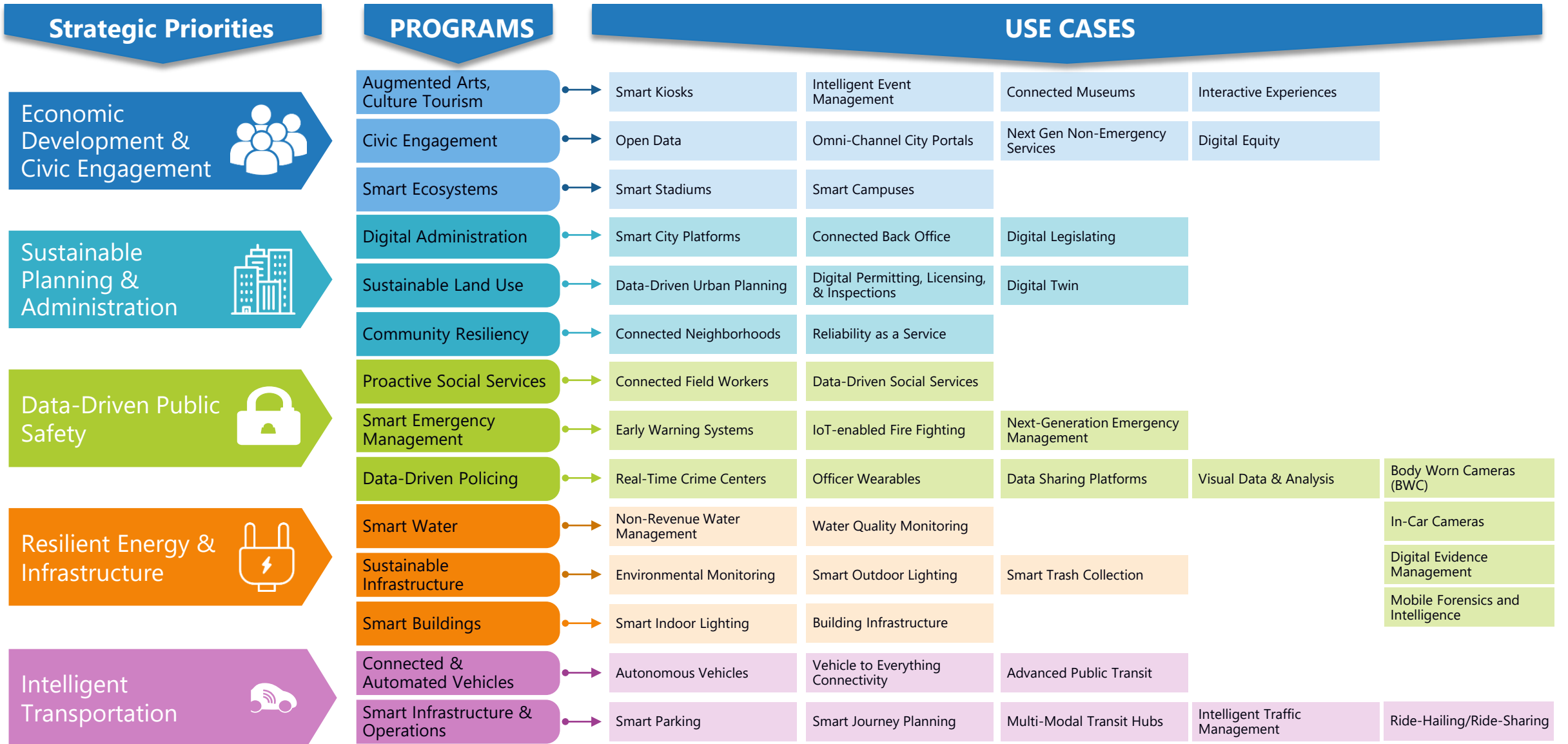
A long-term plan of action to achieve the strategic priorities

### **IDC Use Cases**

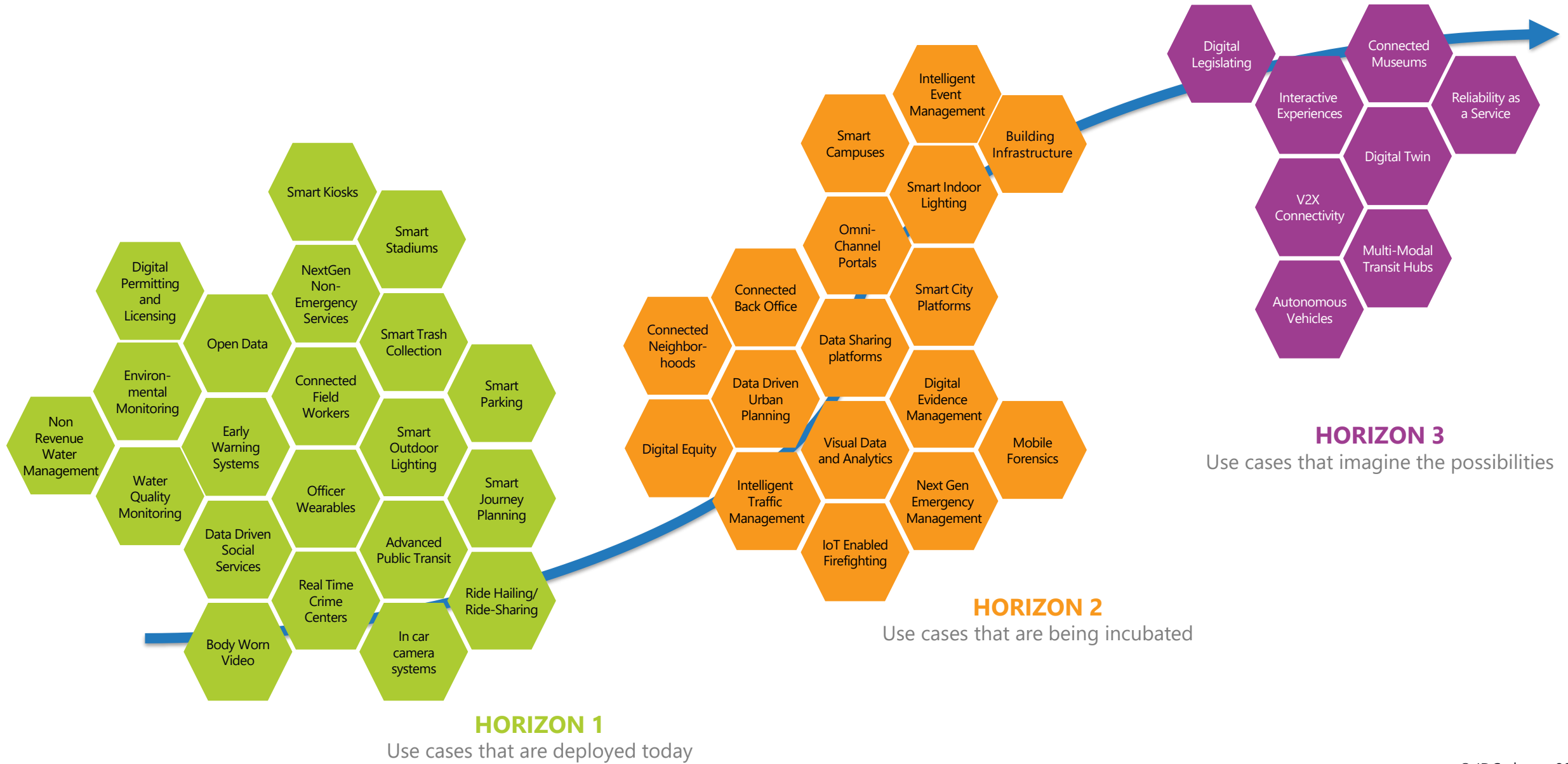
Discrete funded projects that support a business goal. Includes technology.



# IDC Government Insights: Smart Cities and Communities



# Smart Cities and Communities Digital Roadmap



# IDC Government Insights: Transformative Academia

## STRATEGIC PRIORITIES

## PROGRAMS

## USE CASES

**Student Engagement**



Modernized Recruitment	Smart Financial Aid and Compliance	Personalized Recruitment	Virtual Tours	
Modernized Classrooms	Smart Classroom	Flipped Classroom	Digital Visualization	
Modernized Learning	Virtualized Labs	Virtualized Student Workspaces	Digital Accessibility	Online Academic Programs
Student Success Tracking	Integrated Planning and Advising	Anytime Anywhere Grading	Anytime Anywhere Proctoring	

**Faculty Research Empowerment**



Research Amplification	Research at Scale	Empowering Collaboration		
Optimized Research Administration	Optimized Research Fund Management	Research Publication Support	Publications Bibliometrics	
Collaborative Library	Student Collaboration Enablement	Maker Spaces		

**Funding and Partnership Expansion**



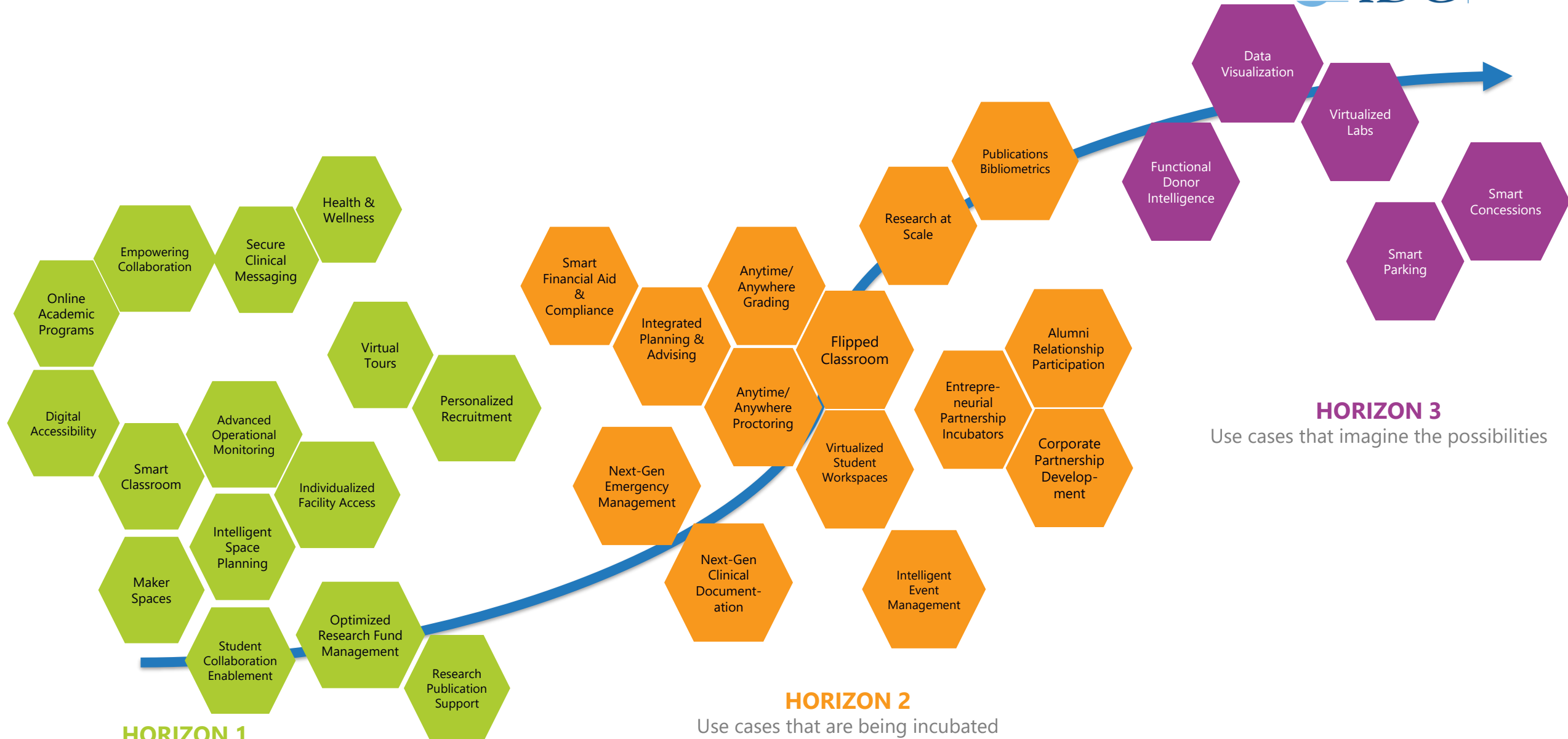
Alumni & Donor Relationship Expansion	Functional Donor Intelligence	Alumni Relationship Participation		
Corporate Relationship Enhancement	Corporate Partnership Development	Entrepreneurial Partnership Incubators		

**Campus of the Future**



Optimized Student Health	Health & Wellness	Secure Clinical Messaging	Next-Generation Clinical Documentation	
Intelligent Campus Security	Individualized Facility Access	Next-Gen Emergency Management		
Intelligent Facilities	Intelligent Space Planning	Advanced Operations Monitoring	Smart Parking	
Smart Stadiums	Intelligent Event Management	Smart Concessions		

# Transformative Academia Digital Roadmap

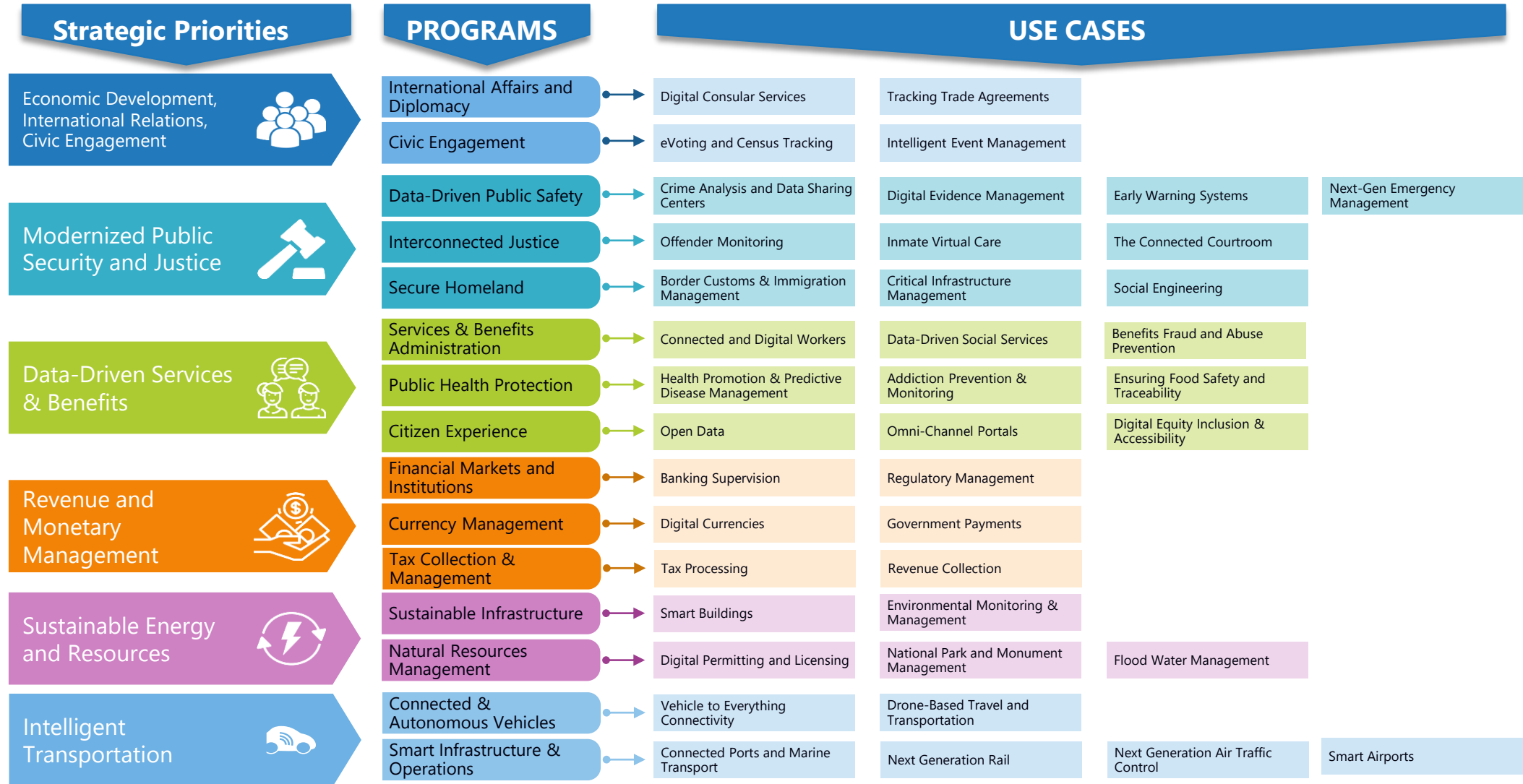


**HORIZON 3**  
Use cases that imagine the possibilities

**HORIZON 2**  
Use cases that are being incubated

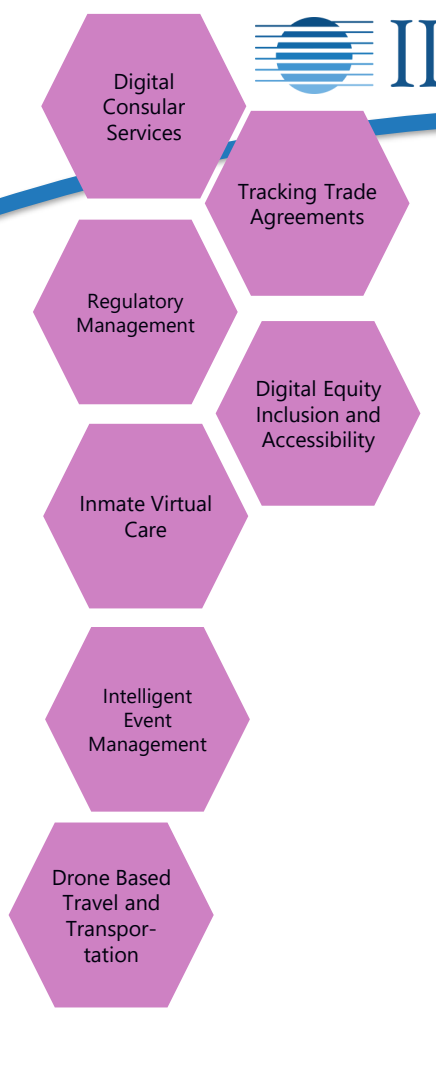
**HORIZON 1**  
Use cases that are deployed today

# IDC Government Insights: Effective National Government





# Effective National Government Digital Roadmap



# Fact-Based Research

- Asia/Pacific Education Digital Transformation Strategies
- Asia/Pacific Government and Smart Cities Digital Transformation Strategies
- Canadian IT Opportunity: Government
- China Government and Smart Cities Digital Transformation Strategies
- European Education Digital Transformation Strategies
- European Government Citizen Services
- Middle East and Africa Government Digital Transformation Strategies
- United States Federal Government IT Spending Guide
- United States Government Digital Transformation Strategies
- United States Government Infrastructure and Systems Optimization Strategies
- United States State and Local Government IT Spending Guide
- Worldwide Education Digital Transformation Strategies
- Worldwide Public Safety Transformation Strategies
- Worldwide Smart Cities and Communities Strategies



# Global Research Team



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**Ruthbea Yesner**  
Research Vice President

**Alison Brooks Ph.D**  
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Head, Asia Pacific Government

**Leon Xiao**  
Sr. Research Manager

**Patrick Zhan**  
Research Manager

**Jill Zu**  
Market Analyst

**North America**

**EMEA**

**Asia Pacific**

# Canadian Research Access

- **Canada: Future of Industries** ([Learn More](#))
- **Canada: Future of Intelligence** ([Learn More](#))
- **Canada: Future of Work** ([Learn More](#))
- **Canadian Cloud Platforms\*** ([Learn More](#))
- **Canadian Communications Market Drivers and Strategies** ([Learn More](#))
- **Canadian Datacenter Infrastructure: Sales Accelerator** ([Learn More](#))
- **Canadian Digital Transformation: Application & Professional Services** ([Learn More](#))
- **Canadian ICT Executive: Digital Transformation Strategies** ([Learn More](#))
- **Canadian Internet of Things Ecosystem and Trends** ([Learn More](#))
- **Canadian Managed Cloud Services** ([Learn More](#))
- **Canadian Mobile Consumer and Connected Life** ([Learn More](#))
- **Canadian Security Solutions: Sales Accelerator** ([Learn More](#))
- **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 Government 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



**IDC** Government Insights

## Contact Info



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