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.

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

**INDUSTRY TRANSFORMATION**
- Oil & Gas
- Utilities
- Mining
- 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

**USE CASE CENTRIC INNOVATION**
- AI
- IoT
- Cloud
- 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

**COVID-19 Recovery Strategies**

**A Comprehensive Offering:**
- Unlimited Research Access
- Unlimited Analyst Access

**Note:** Optional Fee Service
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

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

- **770+ Industry-Specific Use Cases** for inclusion in your roadmaps
- **Digital maturity benchmarks** to assess how your organization compares with industry peers
- Architectural maps for the **New Digital Enterprise Platform** – Rearchitected for Scale placing data at its core
- Dozens of **New KPIs & Metrics** specifically developed for the digital enterprise
- Research identifying **New Org Structures** based upon your current stage of DX maturity
- 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!
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)**

<table>
<thead>
<tr>
<th>Maturity Level</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Digital Resister</strong></td>
<td>Business and IT digital initiatives are disconnected and poorly aligned with enterprise strategy, and not focused on customer experiences.</td>
</tr>
<tr>
<td><strong>Digital Explorer</strong></td>
<td>Business has identified a need to develop a digitally enhanced, customer-driven business strategy, but execution is on a project basis. Progress is not predictable nor repeatable.</td>
</tr>
<tr>
<td><strong>Digital Player</strong></td>
<td>Business-IT goals are aligned at enterprise level around the creation of digital products and experiences, but not yet focused on the disruptive potential of digital initiatives.</td>
</tr>
<tr>
<td><strong>Digital Transformer</strong></td>
<td>Integrated, synergistic business-IT management disciplines deliver digitally enabled product/service experiences on a continuous basis.</td>
</tr>
<tr>
<td><strong>Digital Disruptor</strong></td>
<td>Enterprise is aggressively disruptive in the use of new digital technologies and business models to affect markets. Ecosystem awareness and feedback is a constant input to business innovation.</td>
</tr>
</tbody>
</table>

**Optimized**

**Managed**

**Repeatable**

**Opportunistic**

**Ad Hoc**
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 reflect code and dependencies using fewer resources than virtual machines

**Benefits**

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

**Risks**

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**

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

**Adoption**

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

**IDC TechScape**

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

IDC TechScapes cover the technologies needed for DX programs


- Robotics
- Connected consumer IoT technologies
- Wearables
- Customer engagement analytics, contextualized engagement
- Multidimensional digital signage
- Mobile consumer apps
- Intelligent personal assistant
- Beacons and targeted/proximity marketing systems
- Retail-specific mobile clientelling systems
- In-store networking WiFi
- Store security (enterprise data, WiFi)
- Social media
- Payment systems
- POS
- 3D printing
- Connected retail vending machines
- AR/VR
- Self-scanning
- Store kiosks
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.

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

<table>
<thead>
<tr>
<th>Industry Transformation</th>
<th>Technology Insights</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agile Energy</td>
<td>Collaborative Innovation</td>
</tr>
<tr>
<td>Energy as a Service</td>
<td>Engaging Consumer Experience at Scale</td>
</tr>
<tr>
<td>Agile Mining Operations</td>
<td>Creating Experience Ecosystems</td>
</tr>
<tr>
<td></td>
<td>Technology as a Service</td>
</tr>
<tr>
<td>Experiential Retail</td>
<td>Connected Banking</td>
</tr>
<tr>
<td>Experiential Hospitality, Dining and Travel</td>
<td>Contextual and Value-Centric Insurance</td>
</tr>
<tr>
<td>Ubiquitous Content Delivery</td>
<td>Capital Markets: Integrated Investing</td>
</tr>
<tr>
<td>Knowledge-Based Medicine</td>
<td>Value-Based Health</td>
</tr>
<tr>
<td>Knowledge-Based Medicine</td>
<td>Knowledge-Based Medicine</td>
</tr>
<tr>
<td>Smart Cities and Communities</td>
<td>Connected Banking</td>
</tr>
<tr>
<td>Transformative Academia</td>
<td>Connected Banking</td>
</tr>
<tr>
<td>Effective National Government</td>
<td>Connected Banking</td>
</tr>
</tbody>
</table>
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.

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.

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.
What is an IDC Use Case?

- **Strategic Priority**: What an organization expects to accomplish over an 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**

### Strategic Priorities

1. **Economic Development & Civic Engagement**
   - Augmented Arts, Culture Tourism
   - Civic Engagement
   - Smart Ecosystems
   - Digital Administration
   - Sustainable Land Use
   - Community Resiliency
   - Proactive Social Services
   - Smart Emergency Management
   - Data-Driven Policing
   - Smart Water
   - Sustainable Infrastructure
   - Smart Buildings
   - Connected & Automated Vehicles
   - Smart Infrastructure & Operations

2. **Sustainable Planning & Administration**
   - Smart Campuses
   - Connected Back Office
   - Data-Driven Urban Planning
   - Connected Neighborhoods
   - Connected Field Workers
   - Early Warning Systems
   - Officer Wearables
   - Non-Revenue Water Management
   - Environmental Monitoring
   - Smart Indoor Lighting
   - Autonomous Vehicles
   - Vehicle to Everything Connectivity
   - Connected Museums
   - Smart Kiosks
   - Intelligent Event Management
   - Smart Stadiums
   - Smart Campuses
   - Smart City Platforms
   - Connected Back Office
   - Digital Permitting, Licensing, & Inspections
   - Connected Neighborhoods
   - Reliability as a Service
   - Connected Field Workers
   - Data-Driven Social Services
   - Next-Generation Emergency Management
   - Next Gen Non-Emergency Services
   - Digital Equity
   - Data Sharing Platforms
   - Visual Data & Analysis
   - Body Worn Cameras (BWC)
   - In-Car Cameras
   - Digital Evidence Management
   - Mobile Forensics and Intelligence
   - Advanced Public Transit
   - Intelligent Traffic Management
   - Ride-Hailing/Ride-Sharing

3. **Data-Driven Public Safety**

4. **Resilient Energy & Infrastructure**

5. **Intelligent Transportation**

---

© IDC | 19
Smart Cities and Communities Digital Roadmap

HORIZON 1
Use cases that are deployed today

- Smart Kiosks
- Smart Stadiums
- Smart Trash Collection
- Smart Parking
- Connected Field Workers
- Smart Outdoor Lighting
- Smart Journey Planning
- Connected Back Office
- Digital Equity
- Connected Neighborhoods
- Internet of Things (IoT) Enabled
- Smart Indoor Lighting
- Data Sharing platforms
- Connected Urban Planning
- Visual Data and Analytics
- Data Driven Urban Planning
- Next Gen Emergency Management
- Digital Evidence Management
- Mobile Forensics
- Digital Twin
- V2X Connectivity
- Connected Museums
- Autonomous Vehicles
- Reliability as a Service
- Digital Legislating
- Interactive Experiences
- Multi-Modal Transit Hubs
- Digital Evidence Management
- Next Gen Emergency Management
- Mobile Forensics
- Digital Twin
- V2X Connectivity
- Connected Museums
- Autonomous Vehicles
- Reliability as a Service
- Digital Legislating
- Interactive Experiences
- Multi-Modal Transit Hubs

HORIZON 2
Use cases that are being incubated

- Digital Permitting and Licensing
- Open Data
- Environmental Monitoring
- Water Quality Monitoring
- Body Worn Video
- Non Revenue Water Management
- Early Warning Systems
- Data Driven Social Services
- Officer Wearables
- Advanced Public Transit
- Real Time Crime Centers
- In car camera systems
- Ride Hailing/Ride-Sharing
- Smart Campuses
- Omni-Channel Portals
- Smart Indoor Lighting
- Smart City Platforms
- Building Infrastructure
- Intelligent Event Management
- Data Driven Urban Planning
- Smart Kiosks
- Smart Stadiums
- Smart Trash Collection
- Smart Parking
- Connected Field Workers
- Smart Outdoor Lighting
- Smart Journey Planning
- Connected Back Office
- Digital Equity
- Connected Neighborhoods
- Internet of Things (IoT) Enabled
- Smart Indoor Lighting
- Data Sharing platforms
- Connected Urban Planning
- Visual Data and Analytics
- Data Driven Urban Planning
- Next Gen Emergency Management
- Digital Evidence Management
- Mobile Forensics
- Digital Twin
- V2X Connectivity
- Connected Museums
- Autonomous Vehicles
- Reliability as a Service
- Digital Legislating
- Interactive Experiences
- Multi-Modal Transit Hubs

HORIZON 3
Use cases that imagine the possibilities

- Digital Permitting and Licensing
- Open Data
- Environmental Monitoring
- Water Quality Monitoring
- Body Worn Video
- Non Revenue Water Management
- Early Warning Systems
- Data Driven Social Services
- Officer Wearables
- Advanced Public Transit
- Real Time Crime Centers
- In car camera systems
- Ride Hailing/Ride-Sharing
- Smart Campuses
- Omni-Channel Portals
- Smart Indoor Lighting
- Smart City Platforms
- Building Infrastructure
- Intelligent Event Management
- Data Driven Urban Planning
- Smart Kiosks
- Smart Stadiums
- Smart Trash Collection
- Smart Parking
- Connected Field Workers
- Smart Outdoor Lighting
- Smart Journey Planning
- Connected Back Office
- Digital Equity
- Connected Neighborhoods
- Internet of Things (IoT) Enabled
- Smart Indoor Lighting
- Data Sharing platforms
- Connected Urban Planning
- Visual Data and Analytics
- Data Driven Urban Planning
- Next Gen Emergency Management
- Digital Evidence Management
- Mobile Forensics
- Digital Twin
- V2X Connectivity
- Connected Museums
- Autonomous Vehicles
- Reliability as a Service
- Digital Legislating
- Interactive Experiences
- Multi-Modal Transit Hubs
IDC Government Insights: Transformative Academia

**STRATEGIC PRIORITIES**

- Student Engagement
  - Modernized Recruitment
  - Modernized Classrooms
  - Modernized Learning
  - Modernized Recruitment
- Faculty Research Empowerment
  - Research Amplification
  - Optimized Research Administration
  - Collaborative Library
- Funding and Partnership Expansion
  - Alums & Donor Relationship Expansion
  - Corporate Relationship Enhancement
- Campus of the Future
  - Optimized Student Health
  - Intelligent Campus Security
  - Intelligent Facilities
  - Smart Stadiums

**PROGRAMS**

- Modernized Recruitment: Smart Financial Aid and Compliance
- Modernized Classrooms: Smart Classroom, Flipped Classroom
- Modernized Learning: Virtualized Labs, Virtualized Student Workspaces
- Modernized Recruitment: Integrated Planning and Advising, Anytime Anywhere Grading
- Research Amplification: Research at Scale, Empowering Collaboration
- Optimized Research Administration: Optimized Research Fund Management, Research Publication Support
- Collaborative Library: Student Collaboration Enablement, Maker Spaces
- Alums & Donor Relationship Expansion: Functional Donor Intelligence, Alumni Relationship Participation
- Corporate Relationship Enhancement: Corporate Partnership Development, Entrepreneurial Partnership Incubators
- Optimized Student Health: Health & Wellness, Secure Clinical Messaging
- Intelligent Campus Security: Individualized Facility Access, Next-Gen Emergency Management
- Intelligent Facilities: Intelligent Space Planning, Advanced Operations Monitoring
- Smart Stadiums: Intelligent Event Management, Smart Concessions

**USE CASES**

- Student Engagement: Virtual Tours
- Faculty Research Empowerment: Publications Bibliometrics
- Funding and Partnership Expansion: Next-Generation Clinical Documentation
- Campus of the Future: Smart Parking

© IDC | 21
Transformative Academia Digital Roadmap

HORIZON 1
Use cases that are deployed today

- Online Academic Programs
- Digital Accessibility
- Smart Classroom
- Maker Spaces
- Empowering Collaboration
- Secure Clinical Messaging
- Advanced Operational Monitoring
- Intelligent Space Planning
- Individualized Facility Access
- Student Collaboration Enablement
- Optimized Research Fund Management
- Research Publication Support
- Virtual Tours
- Personalized Recruitment
- Next-Gen Emergency Management
- Next-Gen Clinical Documentation

HORIZON 2
Use cases that are being incubated

- Smart Financial Aid & Compliance
- Integrated Planning & Advising
- Anytime/Anywhere Grading
- Anytime/Anywhere Proctoring
- Flipped Classroom
- Virtualized Student Workspaces
- Next-Gen Clinical Documentation

HORIZON 3
Use cases that imagine the possibilities

- Research at Scale
- Publications Bibliometrics
- Research at Scale
- Functional Donor Intelligence
- Entrepreneurship Incubators
- Virtualized Labs
- Alumni Relationship Participation
- Corporate Partnership Development
- Data Visualization
- Virtualized Student Workspaces
- Student Workspaces
- Flipped Classroom
- Anytime/Anywhere Grading
- Anytime/Academic Program
- Anytime/Anywhere Grading
## IDC Government Insights: Effective National Government

### Strategic Priorities
- **Economic Development, International Relations, Civic Engagement**
- **Modernized Public Security and Justice**
- **Data-Driven Services & Benefits**
- **Revenue and Monetary Management**
- **Sustainable Energy and Resources**
- **Intelligent Transportation**

### PROGRAMS
- **International Affairs and Diplomacy**
  - Civic Engagement
- **Data-Driven Public Safety**
- **Secure Homeland**
- **Services & Benefits Administration**
- **Public Health Protection**
- **Citizen Experience**
- **Financial Markets and Institutions**
- **Currency Management**
- **Tax Collection & Management**
- **Sustainable Infrastructure**
- **Natural Resources Management**
- **Connected & Autonomous Vehicles**
- **Smart Infrastructure & Operations**
- **Tracking Trade Agreements**
- **Intelligent Event Management**
- **Early Warning Systems**
- **Next-Gen Emergency Management**
- **Digital Evidence Management**
- **Inmate Virtual Care**
- **The Connected Courtroom**
- **Social Engineering**
- **Data-Driven Social Services**
- **Addiction Prevention & Monitoring**
- **Ensuring Food Safety and Traceability**
- **Omni-Channel Portals**
- **Digital Equity Inclusion & Accessibility**
- **Regulatory Management**
- **Government Payments**
- **Revenue Collection**
- **Environmental Monitoring & Management**
- **National Park and Monument Management**
- **Flood Water Management**
- **Next Generation Air Traffic Control**
- **Smart Airports**

### USE CASES

**PROGRAMS**

<table>
<thead>
<tr>
<th>PROGRAMS</th>
<th>USE CASES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Consular Services</td>
<td>Tracking Trade Agreements</td>
</tr>
<tr>
<td>eVoting and Census Tracking</td>
<td>Intelligent Event Management</td>
</tr>
<tr>
<td>Crime Analysis and Data Sharing Centers</td>
<td>Early Warning Systems</td>
</tr>
<tr>
<td>Offender Monitoring</td>
<td>Next-Gen Emergency Management</td>
</tr>
<tr>
<td>Border Customs &amp; Immigration Management</td>
<td>Digital Evidence Management</td>
</tr>
<tr>
<td>Connected and Digital Workers</td>
<td>Inmate Virtual Care</td>
</tr>
<tr>
<td>Health Promotion &amp; Predictive Disease Management</td>
<td>The Connected Courtroom</td>
</tr>
<tr>
<td>Open Data</td>
<td>Social Engineering</td>
</tr>
<tr>
<td>Banking Supervision</td>
<td>Data-Driven Social Services</td>
</tr>
<tr>
<td>Digital Currencies</td>
<td>Benefits Fraud and Abuse Prevention</td>
</tr>
<tr>
<td>Tax Processing</td>
<td>Ensuring Food Safety and Traceability</td>
</tr>
<tr>
<td>Smart Buildings</td>
<td>Omni-Channel Portals</td>
</tr>
<tr>
<td>Digital Permitting and Licensing</td>
<td>Digital Equity Inclusion &amp; Accessibility</td>
</tr>
<tr>
<td>Vehicle to Everything Connectivity</td>
<td>Regulatory Management</td>
</tr>
<tr>
<td>Connected Ports and Marine Transport</td>
<td>Government Payments</td>
</tr>
<tr>
<td>National Park and Monument Management</td>
<td>Revenue Collection</td>
</tr>
<tr>
<td>Drone-Based Travel and Transportation</td>
<td>Environmental Monitoring &amp; Management</td>
</tr>
<tr>
<td>Next Generation Rail</td>
<td>Next Generation Air Traffic Control</td>
</tr>
</tbody>
</table>
Effective National Government
Digital Roadmap

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

- Digital Currencies
- Tax Processing
- Social Engineering
- Government Payments
- Benefits Fraud and Abuse Prevention

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

- Digital Evidence Management
- Digital Permitting and Licensing
- Revenue Collection
- Open Data
- Critical Infrastructure Management
- Offender Monitoring
- Crime Analysis and Data Sharing
- Connected and Digital Workers
- Data Driven Social Services
- Omni-Channel Portals

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

- eVoting and Census Tracking
- Addictions and Health Prevention
- Addictions and Disease Management
- Next Generation Emergency Management
- Early Warning Systems
- National Park & Monument Management
- Smart Buildings
- Vehicle to Everything Connectivity
- Connected Ports and Marine Transportation
- Border Customs and Immigration Management
- Open Data
- Critical Infrastructure Management
- Offender Monitoring
- Crime Analysis and Data Sharing
- Connected and Digital Workers
- Data Driven Social Services
- Omni-Channel Portals

Additional topics:
- Tax Processing
- Social Engineering
- Government Payments
- Benefits Fraud and Abuse Prevention
- Digital Evidence Management
- Digital Permitting and Licensing
- Revenue Collection
- Open Data
- Critical Infrastructure Management
- Offender Monitoring
- Crime Analysis and Data Sharing
- Connected and Digital Workers
- Data Driven Social Services
- Omni-Channel Portals

- eVoting and Census Tracking
- Addictions and Health Prevention
- Addictions and Disease Management
- Next Generation Emergency Management
- Early Warning Systems
- National Park & Monument Management
- Smart Buildings
- Vehicle to Everything Connectivity
- Connected Ports and Marine Transportation
- Border Customs and Immigration Management
- Open Data
- Critical Infrastructure Management
- Offender Monitoring
- Crime Analysis and Data Sharing
- Connected and Digital Workers
- Data Driven Social Services
- Omni-Channel Portals

© IDC | 24
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

North America

- Robert Parker
  Senior Vice President
- Ruthana Younis
  Research Vice President
- Alison Brooks
  Ph.D. Research Director
- Shawn McCarthy
  Research Director
- Adelaide O'Brien
  Research Director
- Curt Savoie
  Program Director

EMEA

- Roberta Digiani
  Vice President
- Jan Alexa
  Research Manager
- Adriana Allocato
  Sr. Research Analyst
- Gerald Wang
  Head, Asia Pacific Government
- Jolin Xiao
  Sr. Research Manager
- Leon Xiao
  Sr. Research Manager
- Patrick Zhan
  Research Manager
- Ji-Zu
  Market Analyst

Asia Pacific

- Massimiliano Claps
  Research Director
- Jebin George
  Program Manager
- Silvia Wai
  Sr. Research Manager
- Leon Xiao
  Sr. Research Manager
- Patrick Zhan
  Research Manager
- Ji-Zu
  Market Analyst
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

Brian Howden, Sales Director, IT Executive Programs
bhowden@idc.com
416-673-2273