

FINANCIAL INDUSTRY TECHNOLOGY ADVANTAGE PROGRAM

TECHNOLOGY INSIGHTS FOR THE FINANCIAL SERVICES INDUSTRY

IDC's Financial Industry Technology Advantage Program helps financial services businesses and IT leaders by providing insights on business and technology issues facing the banking, insurance, securities and investments industries. This unique research and advisory service allows you to harness the power of IDC's 35+ Canadian analysts, plus over 1,100 global analysts, to stay informed on the key IT trends, solutions, vendors and best practices that are shaping the future of IT.

IDC's Financial Industry Technology Advantage Subscription Program is an umbrella subscription service, providing unlimited access to reports on idc.com, plus research, analysis and insights across four main content themes:

1 CIO & Technology Professionals Strategic to Operational Initiatives

2 Technology Specific Initiatives

3 Financial Services Industry-Specific Initiatives

4 Four Pillars & Transformation Initiatives

1 CIO & Technology Professionals Strategic to Operational Initiatives

This body of research recognizes that an IT leader's time is consumed by three pressing requirements:

- **To engage in and respond to an innovative, rapidly changing business environment**
- **To keep existing IT systems operating efficiently and effectively, and**
- **To control costs wherever possible**

With its extensive library of IDC DecisionScope reports, research-based studies, and best practice documents, we enable IT leaders to align themselves to their organizations' strategic needs in the face of these demands.

The key themes of the CIO and Technology Professionals specific body of research is illustrated below:

Leadership Transformation	Omni-Experience Transformation	Information Transformation	Operating Model Transformation	Work Source Transformation
IT Strategy & Governance	Customer Experience	Enterprise/ NexGen Security	Enterprise Infrastructure	Vendor Sourcing & Management
Leading in 3D	Device/Mobility Strategies	Enterprise Applications	AppDev and App Provisioning	IT Talent & Skills Management
Strategic Architecture	Devices: PCs, Mobility, Wearables & AR/VR	Information & Data Transformation	DevOps	Outsourcing Services & Provisioning
Services Transformation	Social Business	Big Data & Analytics	Cloud Strategies	IT Organizational Development
Innovation Strategies	Digital Commerce	Cognitive Computing	Transformative Tech: IoT, Robotics and 3D Print	Technology Training

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2 Technology Specific Initiatives

IDC provides more than 150 technology specific research programs providing critical insight on trends, new products and solutions, competitive vendor positioning, and business and consumer use cases.

Some of the technology segments analyzed include:

- Big Data/Analytics
- Business Services
- Cloud Technologies
- Computer Systems
- Consumer Technology
- Datacenters
- Enterprise Communication Infrastructure
- Infrastructure Software
- Innovation Accelerators
- IT Market Overview & Perspectives
- IT Services
- Mobility
- Networking
- Print & Digital Output
- Security
- Social Business
- Software Application & Information Access
- Software Application Development & Deployment
- Storage
- Telecommunications

3 Financial Services Industry Specific Initiatives

IDC's Financial Insights analysts deliver relevant, accurate, insightful, and actionable research, along with analysis on how financial institutions across the globe are utilizing technology to engage customers through multiple channels, improve performance through transformed IT operations, and better manage risk.

Research topics include:

- IT Modernization
- Infrastructure Services
- IT Services Management
- Bitcoin & Blockchain
- Payments
- Online Banking
- Cybersecurity
- Mobility
- Modernizing Retail Experiences
- Engagement Strategies
- Delivery channel investments
- Digital Transformation
- Cloud
- Open Source
- Internet of Things
- Big Data/Analytics

4 Four Pillars & Transformation Initiatives

To thrive in this new digital economy, businesses are changing the way work is performed, creating new information-based organizations that leverage cloud, mobility, big data and social business to improve efficiency, enhance customer experience, and produce new revenues streams.

IDC Canada's research programs focusing on the Four Pillars & Digital Transformation include:

- Canadian Digital Transformation: Application & Professional Services
- Canadian Enterprise Big Data & Analytics Solutions
- Canadian Cloud Services: Overview
- Canadian Infrastructure & Cloud Solutions
- Canadian Internet of Things Ecosystems & Trends
- Canadian Mobile Consumer & Connected Life
- Canadian Security Market Dynamics
- Canadian Strategic Sourcing & Cloud Services

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- Access to our extensive global research report library, including IDC DecisionScapes.
- Dedicated analyst Account Manager to simplify research & analyst access
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