TECHNOLOGY INSIGHTS PUT INTO THE CONTEXT OF 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 25+ 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, and 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:

- *Engage in and respond to an innovative, rapidly changing business environment*
- *Keep existing IT systems operating efficiently and effectively*
- *Control costs wherever possible*

With its extensive library of IDC Decision Scape 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:

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*
Leadership in 3D	*Device/Mobility Strategies*	*Enterprise Applications*	*AppDev and App Provisioning*	*IT Talent & Skills Management*
Strategic Architecture	*Devices: PCs, Mobility, Wearables & Augmented Reality/Virtual Reality*	*Information & Data Transformation*	*DevOps*	*Outsourcing Services*
Services Transformation		*Big Data & Analytics*	*Cloud Strategies*	*IT Organizational Development*
Innovation Strategies	*Social Business*		*Transformative Tech: IoT, Robotics and 3D Print*	*Technology Training*
	eCommerce	*Cognitive Computing*		

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 Government Insights analysts deliver relevant, accurate, insightful, and actionable research and analysis on how Governments across the globe are utilizing technology to modernize government business and citizen –centred service delivery.

Research topics include:

- IT Modernization
- Citizen Experience
- Smart Cities
- Cybersecurity
- Public Safety
- Digital Transformation
- Cloud
- Technology in Education
- Open Source
- Internet of Things
- Big Data/Analytics
- Mobility
- Staff Development

4 Four Pillars & Transformation Initiatives

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

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 Services
- Canadian Internet of Things Ecosystems & Trends
- Canadian Mobile Consumer & Connected Life
- Canadian Mobile Business Applications & Services
- 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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