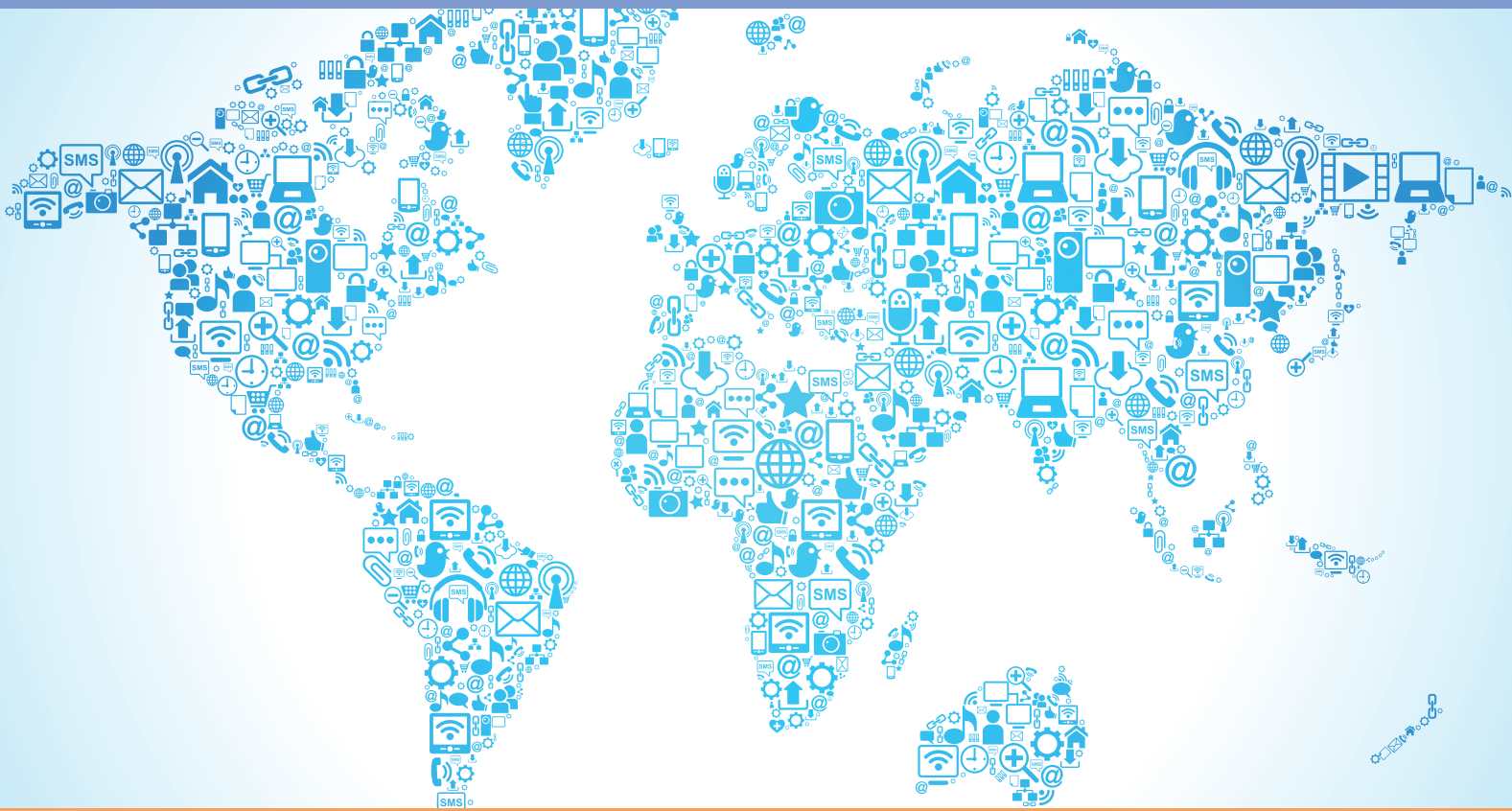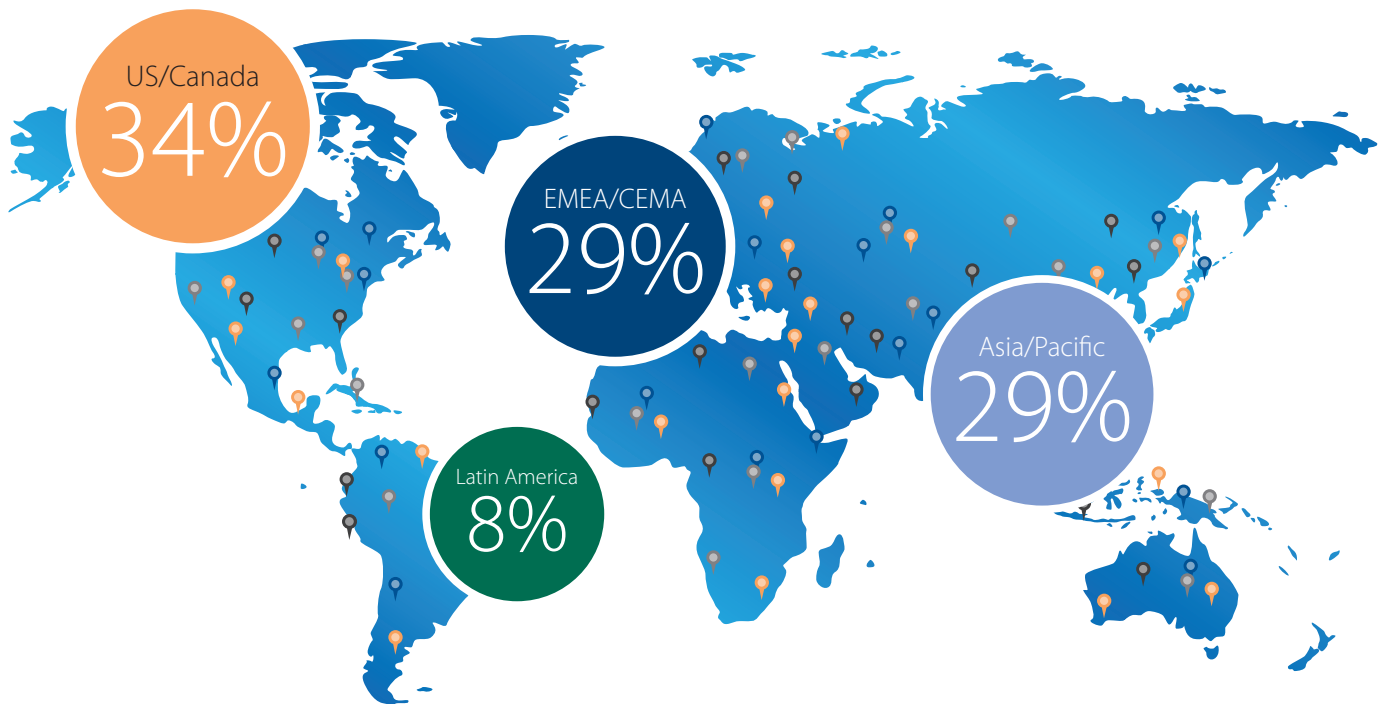# IT Executive Programs

Why IDC?

50 years of providing global, regional and local IT advisory services to businesses and governments on technology and line-of-business related issues, in 110 countries.

1,100 Research Analysts Located All Over The World

US/Canada
34%

EMEA/CEMA
29%

Asia/Pacific
29%

Latin America
8%

IDC is the premier global provider of IT market intelligence and advisory services. We help clients maximize the leverage of their technology investments across their business.

IDC is a subsidiary of IDG, the world's leading technology media, events and research company. Our multilingual, multicultural workforce surveys over 300,000 technology users and decision makers annually, delivering unrivaled coverage.

Focusing on energy, financial services, government, healthcare, manufacturing and retail industries, our research covers over 200 technology markets including cloud computing, business analytics, out-sourcing, enterprise mobility, sustainability, IT governance, data center, social media, and many more.

Our IT Executive Programs draw upon our global team of 1,100 analysts (the largest global network of expert analysts in the industry) and the research we develop. IDC analysts are based in 54 offices around the globe, covering 110 countries, speaking 70 languages, and are assisting IT organizations around the world with innovating and optimizing IT operations.

Why IDC's IT Executive Programs?

IDC's IT Executive Programs consist of a family of research programs intended to help today's time-constrained technology professionals and influencers make more effective technology decisions.

The program offers actionable and timely fact-based research that will assist technology professionals and influencers in mitigating technology risks, maximizing the effectiveness of IT investments, identifying and capitalizing on new opportunities, and creating solutions that are aligned with your organization's business objectives.

Our comprehensive portfolio is skillfully curated and promptly delivered to meet each individual client's customized needs. We provide the data and due diligence to ensure that it is always relevant.

IDC's IT Executive Programs offer you:

Technical expertise matched to line-of-business challenges

Personalized analyst access

Open access to all IT professional events & web conferences

Personal dedicated analyst account manager

IDC's Research Helps Clients Maximize Business Innovation and IT Alignment

IDC provides insight and advice on:

❯ Technology-Specific Initiatives

IDC covers a wide range of topics including more than 200 technologies falling under the following categories:

Application Development	Enabling Technology	Small and Medium Business
Big Data/Analytics	Enterprise Architecture	Social
Cloud Computing	Enterprise Systems	Software
Compliance	IT Services	Storage
Consumer	IT Staffing	Technical Computing/HPC
Data Center	IT Strategy & Governance	Telecommunications
Data Management	Mobility	Unified Communications
Digital Marketplace	Network Infrastructure	Vendor Management
Document Solutions	Pricing	Vertical IT Spending
eCommerce	Security	Virtualization
	Service Management Strategies	

❯ Industry-Specific Initiatives

- Smart Buildings
- Smart Oil and Gas
- Smart Utilities

- Engaging Consumers
- Improving Performance
- Managing Risk

- Optimizing Government Performance
- Prioritizing Government Investments

- Developing Innovative Treatments
- Improving Health Delivery
- Transforming Consumer Engagement

- Innovating Product Development
- Optimizing the Supply Chain
- Transforming Manufacturing

- Creating the OmniChannel Experience
- Maximizing Retail Investment

› Four Pillars of Transformation Initiatives

Cloud   **Big Data/
Analytics**   **Mobility**   **Social
Business**

As Big Data/Analytics, Cloud, Mobility and Social come together in an unprecedented way to create entirely new business value solutions and change the way business succeeds, they are enabling intelligent industries and solutions, and most of all - innovation. IDC Four Pillars research provides comprehensive insight into the intersection and impact of emerging intelligent solutions, while offering deep dives into each Pillar.

While productivity issues remain important, there is a noticeable shift across all industries in decision making and purchasing these new technologies. Unlike traditional IT decisions, the key users of the technology are playing a more significant role in key line-of-business issues. As the 3rd Platform continues to evolve, and the intersection of these trends increases, so will the impact on buyers and their buying behavior.

› Strategic to Operational Initiatives

CIO Strategic Issues
Business and IT Alignment
Innovation Strategies
Maximizing IT's Performance

Business-Driven IT Initiatives
Deriving Business Value through Information
Incorporating Social into Workplace Collaboration
Planning for End-User Devices of the Future
Replatforming Around the Clock

IT Operational Initiatives
App/Dev Architecture and Strategies
Data Management, Government & Information Security
Governance, Risk & Compliance Framework
IT Enterprise Architecture
IT Financial Management Strategies
IT Sourcing & Procurement Strategies
IT Staffing & Organizational Strategies
Service Management Strategies

IDC's IT Benchmarking and Sourcing Practice

Why IDC for Benchmarking and Sourcing?

IDC's Benchmarking and Sourcing research is a set of solutions designed to ensure that your technology purchasing and deployment decisions are optimized for cost and flexibility.

Our IT Benchmarking and Sourcing research will enable you to:

» **Drive innovation through technology strategy**

» **Reduce technology procurement, operation, and end-of-life costs**

» **Mitigate risk**

» **Improve IT and business performance**

50%
OF FORTUNE 500 COMPANIES

HAVE ACCESS TO OUR RESEARCH. IDC IS THE PIONEER IN HELPING ORGANIZATIONS ESTABLISH BEST-IN-CLASS BENCHMARKING METRICS.

Consulting and Custom Research Services

IDC provides highly customized, expert advice for technology professionals and influencers that have specialized technology research needs. Our analysts and consultants leverage extensive industry knowledge and detailed business process expertise to help clients develop business and technology strategies, implement operational efficiencies, and optimize the IT vendor selection process. Our global consulting practice combines primary research with regionally specific business, technology, and IT vendor expertise to deliver actionable, data driven advisory. Our methodology takes advantage of IDC's global resources, deep understanding of the IT vendor landscape, and IDC's heritage of rigorous research and expert guidance.

» **Vendor Selection**

» **IT Strategy**

» **Benchmarking and Competitive Intelligence**
  - Business process performance and KPIs
  - Technology performance and KPIs
  - Technology investment and spending
  - Vendor pricing (hardware, software, IT services, telecom)

Case Studies
IDC's IT Executive Programs

Company: Global 500 CPG

Objective: To evaluate social media analytics software and in-store video recognition tool for more targeted, effective, in-store promotion.

Project: IDC evaluated proprietary and off-the-shelf technologies, and benchmarked performance tradeoffs across four options.

Results: Significantly enhanced in-store response times, and increased brand preference, customer satisfaction, and cross-sell opportunities.

Company: Fortune 500 Electric Utility

Objective: Service-oriented architecture analysis and review.

Project: Client was provided an overview of service-oriented architecture, potential business benefits, related technologies, and adoption times.

Results: Strategic IT leadership team was better prepared for presentation to Board of Directors to justify and validate investments.

Company: Global 500 Manufacturer

Objective: To provide C-level knowledge of current trends and key technologies.

Project: Weekly CIO-level briefing prepared for trend assessment and update notification on key technologies.

Results: CIO and Strategic Planning team able to react to market changes in a more timely and cost effective manner.

Company: Fortune 500 Insurance Company

Objective: To investigate enterprise software solution, including vendor qualifications and suitability.

Project: Guidance on several incumbent suppliers, and identification of several new vendors for the client to short-list.

Results: Cut time to integration by over a year and reduced expected costs by 50%.

Company: Major Government Agency

Objective: Review past IT hardware spend on distributed computing and drive cost reductions.

Project: IDC provided historical audit on purchases vs. best peer pricing in market, prioritization of sourcing initiatives and price terms.

Results: IDC identified over $30M in overspending, enabling the Agency to select the highest ROI sourcing initiatives, to improve cost performance, and to save an estimated $20M - $30M annually.

Company: National Healthcare Payer/Provider

Objective: To extend their brand awareness directly to more consumers via "meaningful touches" with a goal of impacting the health and lives of millions of individuals through the use of new business channels and technologies via relationships with "like minded" partners.

Project: Primary and secondary research, with the objective of developing a partnership strategy. Recommendation included a select number of technology and business partners.

Results: IDC presented the study and analysis to senior IT and Business leaders, that enabled the client to dramatically reduce their time to market.

Company: Fortune 100 Retail

Objective: To evaluate mobility profiles & e-commerce maturity globally, as part of upgrading their OmniChannel sales strategy.

Project: IDC analyzed smart devices footprint across 14 countries, along with e-commerce infrastructure maturity and social media analytics.

Results: Significantly enhanced supply chain responsiveness, increased same-store sales, and dramatically improved customer satisfaction and store reputation metrics.