



How to Use Data and Research to Grow Your Business





Over the last years, **data and research have become vital** to the success of organizations of all sizes and industries, a trend that is not expected to slow down.

Data-driven initiatives range from improving internal business processes and cybersecurity to essential growth factors like improving customer insight and engagement.

In this e-book, you will learn how to use data and research in 5 key factors that will help grow your business:

- **Assess the Opportunity**
- **Understand the Buyer**
- **Refine Positioning**
- **Strengthen Go-to-Market**
- **Partnership Strategies**

88%

of IT decision-makers agree that the collection and analysis of data has the potential to **fundamentally change the way their company does business***

*2022 Data & Analytics Study, Foundry



It is more critical than ever to have the right data and research to assess your opportunity in the market and place yourself strategically.

Assess the Opportunity

Independent research and data help you as a tech vendor **evaluate your place in the market and your potential**. Use cases for data to assess your opportunity in the market are plentiful and adaptable to all business needs.

- ☑ Analyze market dynamics and trends
- ☑ Forecast total accessible markets
- ☑ Create strategic insights
- ☑ Build adoption and pricing models
- ☑ Benchmark market performance
- ☑ Validate financial models
- ☑ Test theories and build corollaries
- ☑ Qualify growth performance vs market
- ☑ Identify market buyers and sellers
- ☑ Understand regional trends and opportunities
- ☑ Business roadmap development



55%

of IT decision-makers plan to increase investment in data-focused initiatives in the next 12-18 months*

*2022 Data & Analytics Study, Foundry

Understand the Buyer

The right research and data can give you a better understanding of your major users' **experiences, expectations, behaviors, pain points, and motivation**, and will ensure that activities involved in acquiring and serving customers are tailored to the targeted buyers' needs.

Use cases for data and research include:

- Customer needs assessment
- Segmentation, targeting, and persona building
- Customer messaging and thought leadership
- Content to support marketing campaigns and initiatives
- Support for internal message development and validation
- Strategic sales training materials and collateral

IDC offers many research types that specialize in understanding the buyer, including surveys, IDC FutureScape, MarketScape, and PeerScape.





The background features a blue-tinted image of a hand pointing at a laptop screen. Overlaid on this is a semi-transparent grid and a data chart with various percentage values: +15%, +42%, +58%, +83%, -14%, -39%, and -19%.

41%

of organizations are struggling with poor data quality*

*2022 Data & Analytics Study, Foundry

Refine Positioning

Using independent research to assess your market opportunity and identify your target audience gives you a great starting point to refine your positioning and help communicate how your product or service aligns with desired results.

Your positioning strategy considers all aspects of your market: **size, characteristics, demographics, how you deliver value, and how you compare with your competitors.** The right data and research will allow you to:

- Develop a business/roadmap
- Assess customer needs
- Create data inputs for models, forecasts, and assumptions
- Qualify the growth performance vs market
- Acquire industry-specific trends

Strengthen Go-to-Market

The right data will allow you to create a strategy that helps you define your ideal customers, deliver fact-based collateral that aligns with your value proposition, and position your product for launch or expansion. Some of the many uses of data to strengthen your go-to-market are:

- Understand your buyers' journey
- Build brand awareness and demand generation
- Create strategic sales training materials and collateral
- Customer messaging and thought leadership
- Content to support marketing campaigns
- Understand regional trends and opportunities
- Message test and validate roadmaps when entering new markets



Partnership Strategies

Only independent data can give you an insight into who the best possible partners for your company can be and how to engage prospective customers with those partners. It will allow you to

- Research potential partnerships' expertise
- Discuss potential partnership opportunities
- Discuss adjacent technologies and timely trends
- Understand regional trends and opportunities
- Craft the right messaging for your ecosystem partners
- Optimize your strategic alliances and channel enablement strategies

Data and research are a must-have for any existing or newly created tech business and will give you solid information from finding your niche in a competitive market to telling the story of your brand and product.

IDC understands the need for credible, factual data and research. With over 2 billion data points produced and 250,000+ vendors tracked, IDC's data can define your business strategy and success. Our solutions range from Trackers to identify **if you are keeping up with the market** to Channel Partner Ecosystem to **identify ideal partners in your market based upon key attributes** such as geo, capability, size, and more.



Custom-built to meet disruptive technology vendor's needs for data and research, IDC's Emerging Vendor Solutions offer:

- Analyst-made content to jumpstart your lead generation and validation efforts
- A wealth of published data and research in the area that means the most to your company
- Access to a diverse set of IDC expert analysts and their advice

To learn more about our work with new and growing companies visit:
idc.com/eu/emerging-vendor

