

Market Sizing in an Overheated Economy

Dive into the right opportunities with confidence



We are in a period of uncertainty; many organizations are suffering from disruptions in supply chains, rising inflation, energy price spikes, climate change, and an economic recession. In today's turbulent global economy, resilience and agility are crucial.



Macro, Micro and **Technology Currents** Affecting Your Business



Tailwinds

- Consumer Demand Digital Innovation
- Government Stimulus

Headwinds

- Pandemic
- Skills Shortage
- Supply Chain Constraints
- Geopolitics





Crosswinds

- Changing Stakeholder Expectations
- Digital Sovereignty
- Cybersecurity
- **Ecosystem Disruptions**



Navigating the Winds of Change

In some cases, the understanding of buyer priorities that informed plans in the past is becoming obsolete. Setting aside these assumptions and ensuring that your market knowledge is accurate and current is essential to overcoming this challenge.



You Must Answer These Questions:



HOW DOES THE CRISIS IMPACT MY BUSINESS?

- What is the impact of lockdown on demand for my IT products or services?
- What is the extent of impact on the industries into which I sell?
- How does the crisis affect different buyers I target?



HOW IS THE MARKET RESPONDING?

- How have buyer priorities changed?
- How are digital transformation projects and spending affected?
- How does a buyer's digital maturity influence their response to the crisis?





- How do my go-to-market plans need to be adjusted?
- How can I quantify changes in buyer sentiment for the market segments that are most relevant to me?
- How do I adapt my messaging to speak to what's foremost on buyers' minds?



Framework: Market Sizing and Assessment

Using IDC's market sizing and assessment approach, you can create a resilient plan for responding to change and taking advantage of new opportunities.

Ad-hoc, no standard taxonomy, no delivery schedule, no rationalization between products, regions or groups.

Sizing serves the requester

- Web searches
- · Publicly available info

Default to available, inconsistent taxonomies, delivery schedule based on suppliers, different groups may use different sources.

Sizing serves the business unit, region or individual executive

IDC Research Reports

Utilize full industry standard taxonomy, delivery schedule still based on suppliers, attempt to use consistent sources for specific groups or regions.

Rationalizing business against industry sizes and growth.

- IDC Trackers
- IDC Spending Guides

Creating one version of the truth across the organization. Deliver data to serve strategic planning cycles. Cognizant of variations between company's structure and available data granularity.

Single version of the truth reduces valuable time debating market.

- · All Previous Data
- Firmographics/Macro econ
- Primary Research
- Analyst Input

One version of the truth mapped to client specific taxonomy, geography and segmentation. Delivered at intervals to serve the business. Multiple metrics available and vetted using alternative data sources.

Used to measure market performance, for executive and sales compensation, identify areas for market entry or exit.

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- Firmographics/Macro econ
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Ad Hoc

Disconnected

Opportunistic

Experimental

Repeatable

Operational

Managed

Aligned

Optimized

Integrated



Tech vendors like you have relied on IDC for reliable and credible third-party data for growth and recovery planning.

Together, we can:

- Ensure your teams are capable of adapting to new conditions across all job functions
- Develop, retain, renew, and optimize relationships with customers, suppliers, and partners in a time of crisis
- Effectively respond to new threats by learning from the past and predicting the future



Gain a fresh understanding of how markets are responding to the crisis, how that affects your business, and how you need to adapt your strategy.

To learn more about IDC's Custom Analytics practice, contact us today: https://bit.ly/custom-analytics-eu







