

# Market Data Insight to Inform Business Decisions

Get IDC's proprietary data in a one-time data report to help you make the strategic business decisions you need to start off 2025 in the right direction.



7B+ Data Points

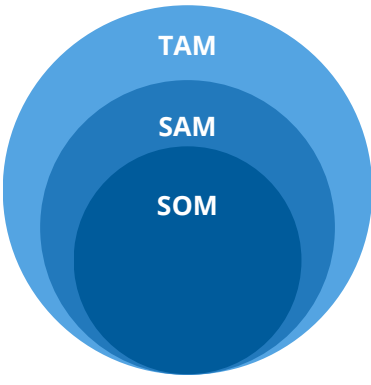
With **over 7 billion datapoints** powering hundreds of datasets organized in a single taxonomy, IDC is the premier option for technology intelligence.



## Holistically Enable Your Technology Strategies

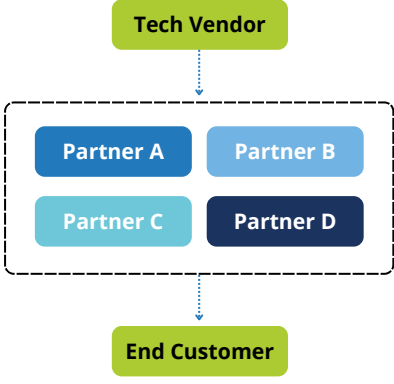
### Data To Guide Your Strategy

**IDC Black Book**  
Map Tech Demand Worldwide



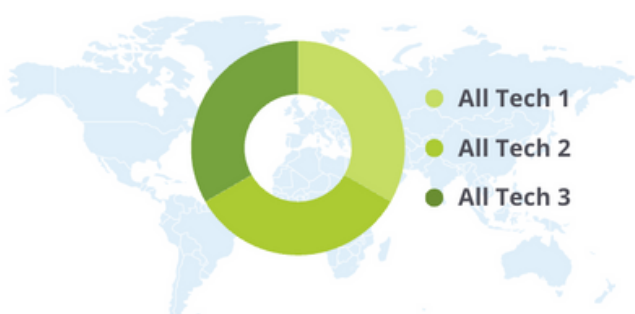
### Data to Execute Your Strategy

**IDC Channel Partner Ecosystem**  
Optimize Partner Recruitment and Management



### IDC Spending Guide

Know What the Market Spends



### IDC Wallet

Target Tech Buyers and Win More Business



### IDC Tracker®

Monitor Supplier Sales Performance



### IDC Service Contracts Database

Win High Value Tech Deals



## Empower the Entire Commercial Team to Be Data Driven

Strategy & Market Intelligence	Marketing	Sales	Channels & Alliances	Analyst Relations
Find markets to develop	Track demand signals	Map tech budgets	Find the best partners	Find the markets to influence
Analyze competitors	Exploit competitive weaknesses	Take down competitors	Supplant incumbent	Support claims with data
Tap into spending trends	Drive demand and lead gen	Increase renewal rates	Strengthen partnerships	Know competitive strengths

## Accelerate Delivery Time and Maximize Value of Insight

### Access Real Analysts



Answer Questions



Clarify Data

### Optional Enhancements



Research Studies, Reports, and Thought Leadership



Custom Analytics



Enablement Engagements

[Contact Us Now](#)