

## IDC TELCO RESEARCH SUCCESS STORY

# Colt Technologies: Unlocking the Value of Market Intelligence

### THE COMPANY

Colt Technology Services is a global digital infrastructure company, serving the world's leading businesses and guided by its dedication to customer innovation. Colt puts the power of the digital universe in its customers' hands through world-class digital infrastructure and on-demand solutions.

### THE CHALLENGE

To stay ahead of their competition, Colt needs regular up-to-date insights into the European networking and communication market, other relevant geographies, and technologies that impact its business. Insights must be objective, backed up by high-quality data, and include evaluations from trusted third parties to support the qualification of investments and product strategies.

Colt recognized this challenge and was looking for a trusted source of market intelligence in technology, that could become part of its extended team. With its unique combination of high quality market research in the broader technology space and analysts' access, IDC proved to be a valuable partner for the organization.

### THE SOLUTION

Colt Technology Services is a longtime customer of IDC research, and leverages the European Telco Operator Program, a comprehensive umbrella solution dedicated to telecommunications companies. As a client, Colt gains extensive access to multiple IDC research programs of interest, unmetered time with analysts supporting the core research program, and further access to any of IDC's 1,300 analysts in a single bundle.

### RESULTS

Colt leverages IDC as a trusted partner and source of market intelligence and analysis across its areas of business. The wide offering of research programs, all delivered with insights from local analysts, help Colt navigate challenges and inform its strategy across topics of interest spanning technology, customer buying intentions, competitive landscape, and wider industry trends.

IDC's value for Colt goes beyond wide topic coverage, as regular interactions with analysts are key value drivers. These interactions enable Colt to continuously explore the value brought by their IDC research subscriptions. This includes using insights in Colt's own communication and press releases, leveraging their investment in high-quality technology market analysis to build credibility with key stakeholders and customers.

"IDC analysts and the account manager are part of our extended team. We appreciate having our IDC account manager as a single point of contact. When we come up with ideas, he figures out how IDC can help us.

We always start with off-the-shelf research, and then if it [the information we're looking for] is not there, we'll go to analyst inquiry time.

Quoting IDC in our content adds third-party validation from a trusted source."

#### Arkadiusz Wolinski

*Head of Intent-Based Market Analytics and Industry Analyst Relations*  
Colt Technology Services

### Learn More

Contact IDC to learn more about the [European Telco Operator Program](#) and our subscription research portfolio

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