

# Worldwide Wallet: Spend by Tech Provider

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Share of wallet is a key metric that technology vendors use to gauge their competitive position within a particular account. IDC's *Worldwide Wallet: Spend by Tech Provider* product presents a view of account-level technology spending estimates for over 104,000 global companies overlaid with vendor-level spend data at the technology market and region level. This powerful tool allows users to identify and target growth opportunities at the customer level and provides detailed competitor information to inform sales and marketing strategies for new client acquisition.

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## Markets and Technologies Covered

- **100,000+ companies/accounts** (to quantify the spend at the vendor, technology, and geography levels)
  - **35 technologies** (hardware, software, IaaS, and IT services)
  - **100+ leading technology vendors**
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## Geographic Coverage

- **9 regions:** APEJC, Canada, Central and Eastern Europe, Japan, Latin America, the Middle East and Africa, PRC, the United States, and Western Europe
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## Data Deliverables

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

### ***Worldwide Wallet: Tech Spend by Vendor***

2024 V1 release

### ***Worldwide Wallet: Tech Spend by Vendor***

2024 V2 release

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## Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. Which vendors have the largest share of a company's wallet?
  2. Where might there be white space or opportunity within an account?
  3. Who are my top competitors in any particular account?
  4. What is the average spend with a particular vendor?
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## Companies Analyzed

IDC's *Worldwide Wallet: Spend by Tech Provider* product arms technology providers with detailed account-level data. The product is a sales intelligence tool that enables clients to conduct prospect analysis and vendor market share at a company level for 100,000+ of the world's largest enterprises.