

Worldwide Life Science IT Spending Guide

AN IDC HEALTH INSIGHTS RESEARCH ADVISORY SERVICE

IDC Health Insights' *Worldwide Life Science IT Spending Guide* is a semiannual analysis of the current status and projected growth of information technology (IT) spending in the life science industry. This global five-year outlook on spending by life science companies provides IT vendors with key information needed to develop effective market strategies. This service combines IDC's extensive technology forecasts with deep industry knowledge provided by IDC Health Insights analysts and ongoing primary research in the life science industry.

Approach

The *Worldwide Life Science IT Spending Guide* is developed and updated through IDC Health Insights' ongoing research, along with direct communication with industry experts, life science executives, and vendors. The *Worldwide Life Science IT Spending Guide* is the benchmark for consistent, detailed market data on the life science industry, providing a profile of IT spending across 20+ technologies, 5 geographic regions, and 6 customer segments.

Topics Addressed

Throughout the year, this service will address the following topics:

- Five-year IT spending forecasts
 - Segmentation by region, including Asia/Pacific (excluding Japan), Japan, the United States, Western Europe, and the rest of the world
 - Segmentation by technology category, including hardware, packaged software, and IT services, with many subsegments in each of these categories
 - Segmentation by customer type, including academia (worldwide universities and nonprofit institutions), biotechnology and biopharma companies, diagnostic and health-screening companies, government agencies, pharmaceutical companies, and contract research organizations (CROs)
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Key Questions Answered

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

1. What is the total worldwide life science IT opportunity?
 2. Which technologies and customer segments of this market are growing the fastest?
 3. How do geographical growth rates vary?
 4. Where should resources be focused to take advantage of the maximum market opportunity?
 5. How are technology growth rates changing over time as markets mature?
 6. How can I validate assumptions about these technologies and customer segments?
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Who Should Subscribe

The *Worldwide Life Science IT Spending Guide* is ideally suited to support the needs of life science IT users, including CIOs; leaders in product development, strategic planning, and mergers and acquisitions; and investment bankers with an interest in the life science IT market. The *Worldwide Life Science IT Spending Guide* is also utilized by IT suppliers including systems integrators, specialized IT product vendors, and global, horizontal IT vendors.

IDC DecisionScapes

IDC DecisionScapes are a portfolio of decision making methodologies that enable CIOs, IT and Line of Business executives to make better informed strategic decisions. These comprehensive assessments, delivered in a full-length research study, and summarized in an easy-to-read graphical depiction, provide CIOs, IT and Line of Business executives with the critical information necessary to make their most important technology decisions.



IDC FutureScope



IDC MaturityScope



IDC MaturityScope
Benchmark



IDC MarketScope



IDC PeerScope



IDC PlanScope



IDC TechScope

To learn more about IDC DecisionScapes visit www.idc.com/itexecutive.

Standard Subscription Deliverables

IDC Health Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via www.idc-hi.com
- Discounted admission to specific IDC Health Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

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