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What is the IDC FinTech Rankings Program and how are the rankings decided?

The IDC FinTech Rankings categorize and evaluate technology providers strictly based on 2020 calendar year revenues from financial institutions (banking, insurance, and/or capital markets) for hardware, software, and/or services.

Two categories of companies are ranked:

1. **FinTech Rankings: Top 100** - vendors that derive more than one-third of their revenue from financial institutions.
2. **FinTech Rankings: Enterprise 25** - enterprise companies serving multiple industries that derive less than one-third of their revenues from financial institutions.

Revenue from sales of network, telecommunications, electronic exchanges, and data services is **EXCLUDED** from the IDC FinTech Rankings. Firms such as market data providers or credit bureaus that derive revenues from excluded categories, but also have revenue tied to software, hardware, or services, are considered in these rankings. For these data providers, the revenue attributed to data is used to qualify the provider to meet the one-third hurdle yet only the qualifying portion of revenue is included in the ranking.

For ranking purposes, CY 2020 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to the financial services industry (banking, insurance, and/or capital markets). We will verify data using the survey along with external and internal resources. IDC has final decision regarding placement of companies on the appropriate list.

How do we enter our company's financial information for consideration?

Please [click here](#) to complete the online survey and enter in your information.

How can we obtain a copy of the survey questions ahead of time?

Please [click here](#) to obtain a rough PDF of the questions in the survey. Please note that this may not exactly correspond with the questions you see.

What is the deadline for submitting our entry?

All submissions must be completed by Thursday, July 1st, 2021.

When will the results be published and will we be notified of our ranking prior to publication?

We will announce the results of the IDC FinTech Rankings and the winners of IDC FinTech Real Results on Monday, September 13th on our website along with a press release. In mid-August, an email will be sent with additional information regarding next steps and options for promotion to ranked companies. Companies not making one of the lists will not be notified nor do we require any acknowledgement from ranked companies of their acceptance of placement. Customers who want to know their ranking prior to publication must sign a provided NDA and agree to keep information embargoed until we publish. We will not disclose any information on where other companies will be ranked, just your companies ranking.

Is the information we enter ever shared or published?

No. We will never share or publish any revenue information as part of the IDC FinTech Rankings program. The information provided to us along with our own research methodology will determine where your company ranks based on CY 2020 revenue of technology solutions (hardware, software, and/or services) sold to the financial service industry (banking, insurance, and/or capital markets). The only information we will publish is the ranked order of company based on that specific revenue.

We are a private company, and want to participate but are unable to provide any revenue information, can we still participate?

This program is designed to rank fintech companies exclusively by CY 2020 revenue. For public companies, we will verify and use public information as well as our own research methodology. For private companies, we must have the information provided in the survey to consider you for the list. We are not interested in profitability, just revenue.

Does revenue made from a direct-to-consumer approach count towards the ranking?

No. Revenue made from transaction or subscription fees coming from a direct-to-consumer approach is not considered for this ranking. For ranking purposes, CY 2020 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to the financial services industry (banking, insurance, and/or capital markets).

Does revenue made from financial solutions sold to other industries (like point of sale in a retail store) count towards the ranking?

No. Revenue made from selling financial solutions to non-financial industries are not considered for this ranking. For ranking purposes, CY 2020 revenue is strictly based on total revenue selling technology solutions (hardware, software, and/or services) to the financial services industry (banking, insurance, and/or capital markets).

Should we report fiscal year or calendar year revenues?

The IDC FinTech Rankings is based on revenues for the calendar year, starting January 1st, 2020 and ending on December 31st, 2020. Please enter information to align with the calendar year, not necessarily your company's fiscal year.

Will there be options for ranked companies to promote through press releases, a quote from an analyst, and digital assets like logos and reports?

All ranked companies will receive a communication guideline kit that will explain what is allowed and options for promotion of being a ranked company.

We have submitted a form but need to make a modification

Simply complete the online survey an additional time. After we close the survey, we will be taking the latest entry if there are multiples from the same company.

Can we complete the survey in our local currency, or do we need to use USD?

All entries must be submitted in USD using the exchange rate on 12/31/2020. It should be for CY 2020 revenues.

Can we choose which list our company is ranked (IDC FinTech Rankings Top 100 or Top 25 Enterprise)?

No. We will research and verify appropriate percentage of allowed revenue sold to the financial services industry for each company. We will verify data using the survey along with external and internal resources. IDC has final decision regarding placement of companies on the appropriate list.

We only operate in one geographic region. Will that impact our ranking since this is a worldwide list?

Revenue coming from just one country or region does not negatively impact this ranking as it is strictly based on total CY 2020 revenue of financial services revenue from selling technology solutions (hardware, software and/or services).

Are there any fees to participate in this program?

No, we do not charge any fees to participate, however there are options that will be provided for your company to promote your ranking.

Will we find out before the final list is published if we made the list and where we were ranked?

A few weeks prior to publication, ranked companies who have provided us their contact information will be notified that they have made one of the lists. At that time, additional information will also be provided. For companies that want to know their specific ranking to coordinate marketing campaigns, we will provide and require the completion of an NDA. We anticipate that this notification will be made in the month of August 2021.

How many companies are considered for the ranking?

This varies year to year and the threshold for being ranked changes based on mergers, new entrants and number of companies that complete the survey. We suggest completing the survey to ensure that your company is considered for current and future IDC FinTech Rankings programs.

We have completed the online survey, what should we expect next?

After you have completed the survey, please be sure to provide any documents to verify revenue to the email (fintechrankings@idc.com). If you get to the Thank You page on the survey, it is in our database, you will not get an email verification. Companies that make the list will be notified in August regarding next steps.

Will IDC sign our NDA to allow us to participate in the IDC FinTech Rankings?

No. While many ranked companies may have NDA's already in place with IDC, the information needed for the IDC FinTech Rankings program will be obtained through public resources as well as our internal processes. Since we do not publish any revenue information, nor are we looking at profitability, there should not be a need for an NDA to participate.

We still have questions, where should I go next?

If you still have a question, please [click here](#) and we will gladly provide you more information.