



IDC ACCELERATOR PROGRAM USE CASE

Market Awareness

Challenge:

This Silicon Valley-based tech company is revolutionizing the performance, economics, reliability and security of scale-out data centers. They were ready to accelerate their growth and needed assistance in generating market awareness and validation around their infrastructure offering while building brand trust within their market.

IDC Solution:

IDC analysts met with the client to determine the best content to engage their prospects and customers. The client worked with the IDC infrastructure systems analysts to develop a sponsored analyst brief and social media tile to both boost credibility and bring awareness to their services.

Outcome:

The client is displaying IDC branded marketing content on their site to support lead generation, driving business, and accelerating growth. By leveraging dual branded IDC third-party content, the client received instant credibility through working with a known and trusted data and research provider.

“Having IDC branded marketing content instantly provides validation and trust in our products.”

Drive Market Awareness

Looking to build brand and market awareness in your industry?

IDC's Accelerator Program can help

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