



Customer Success Stories

Capitalizing on the AI inflection point: How market intelligence helped a leading infrastructure vendor expand in Singapore and Hong Kong

Situation

As demand for AI applications surges, IT vendors recognize the growing opportunities for infrastructure providers. To stay ahead of the competition, a leading infrastructure vendor aimed to gain deeper insights into AI infrastructure opportunities in Singapore and Hong Kong. They sought country- and industry-level market size and forecast data to guide strategic investment decisions and drive sustainable growth.

Solution

IDC delivered industry-specific market size data—both historical and forecasted—for Singapore and Hong Kong through credible, rigorously-researched market intelligence. To ensure accurate application of the insights, IDC also provided a detailed market definition and taxonomy aligned with the latest IDC Worldwide Artificial Intelligence Infrastructure Tracker, one of more than 60 IDC Trackers. This comprehensive approach enabled the vendor to leverage IDC's intelligence effectively, making informed, strategic decisions to drive business growth.

Results

With IDC's custom analytics and content marketing support, the infrastructure vendor pinpointed key industry targets in Singapore and Hong Kong. Leveraging these insights, they successfully engaged its primary target companies through strategic marketing initiatives, strengthening their market presence and growth opportunities.



About IDC

IDC is the premier global intelligence, data and events provider for the IT, telecom, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries.

Sharpen your strategy

Need accurate market intelligence to help with strategic planning or market share growth?

Layer our award-winning syndicated data with our customized strategic market insights to gain a deeper analysis of your market and customers.

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