

Communicating Business Value: How VMware Capitalized on a Tech Shift to Strengthen Market Position

SITUATION

Amid a shifting market, VMware faced the challenge of positioning their product effectively and demonstrating its value in a landscape increasingly focused on cloud economics. Without credible, third-party data to support their claims, VMware lacked a clear understanding of their market position and struggled to convey the tangible business impact of their solutions. The company needed credible, research-backed insights to enhance awareness, refine their value proposition, and stay competitive in an evolving industry.

SOLUTION

IDC conducted a comprehensive ROI and business value analysis of VMware's offerings through in-depth end-user interviews. IDC Analysts worked with VMware to create a Business Value White Paper showcasing the positive impact of VMware Cloud on AWS in hybrid cloud environments, and developed a Business Value Snapshot—a data visualization comparing efficiencies with competitors, designed to support Sales and Marketing efforts.

"The IDC Business Value report is one of our most frequently relied-upon pieces of collateral. It provides clear substantiated numbers that shows the value of our product. The IDC team has been great about giving us a quick turn around on our reference requests. I plan to work on similar projects with IDC in the future."

Director of Cloud Economics, VMware

RESULTS

The collaboration resulted in a highly effective lead generation tool, now the most widely distributed collateral for the entire product. This enabled the Marketing team to create targeted campaigns that focused on the business outcomes most relevant to their key personas. Additionally, the research-backed, data-intensive sales tool clearly demonstrates the ROI of VMware's products, helping to drive more impactful conversations with potential customers.

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.

GAIN MARKET POSITION

Looking to strengthen your market position with credible, data-backed insights?

IDC helps you build the research and content that elevates your brand, clarifies your value proposition, and empowers your Sales and Marketing teams.

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