

# Strengthening Sales:

## How Industry Insights Helped a Vendor Connect with Key Decision-Makers

### SITUATION

As cybersecurity threats evolved and financial institutions accelerated digital transformation, a leading cybersecurity vendor recognized a shifting market landscape—one that presented both new risks and significant growth opportunities.

To effectively capitalize on this shift, the vendor's sales and marketing teams, along with its partners, needed deeper, industry-specific knowledge to refine messaging and position solutions strategically. Engaging non-IT decision-makers, particularly line-of-business (LOB) leaders responsible for daily operations, was critical to gaining traction and increasing conversion rates in the financial services sector.

### SOLUTION

In a rapidly evolving financial landscape, the vendor needed clarity on where the market was headed to refine its strategy and messaging. IDC provided the intelligence to decode market shifts, enabling the vendor and its partners to align their approach with the industry's changing needs.

IDC delivered a multi-module workshop, equipping sales and marketing teams with industry expertise to engage financial services decision-makers effectively. The session covered:

- Key Banking Trends – Insights into the evolving financial landscape, helping the vendor anticipate industry shifts.
- Technology Spending Patterns – Analysis of financial sector investments in areas like open banking, containers, and cloud computing.
- Strategic Value Proposition – Practical guidance on framing solutions to align with customer needs and differentiate from competitors.

### RESULTS

By connecting market intelligence with strategic decision-making, IDC empowered the vendor to fine-tune its messaging, sharpen its GTM approach, and engage financial services buyers with confidence—ultimately leading to stronger customer alignment and increased conversions.

### 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.

### BREAK INTO NEW VERTICALS

Struggling to connect with decision-makers in key industries?

IDC equips your teams with the industry insights and strategic guidance needed to engage non-IT leaders, refine your value proposition, and drive impactful conversations.

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