



Give customers the confidence to decide

Boards and CFOs are asking tougher questions:

- What measurable returns are we seeing?
- How quickly are we realizing value?
- Where is AI driving revenue or impact?
- What risks are being reduced, at what cost?

IDC Business Value studies give your customers the confidence to move forward with independent validated outcomes, quantified ROI, productivity gains and cost efficiencies.



4 Reasons IDC Delivers More for AI ROI

1. Grounded in Real AI Deployments

Findings are derived from in-depth interviews with organizations running AI in production environments.

We quantify measurable outcomes such as:

- Productivity gains and operational efficiencies
- Automation-driven time savings
- Reduced downtime and faster decisions
- Revenue and margin improvement

→ **Key takeaway:** IDC measures actual AI performance, not theoretical projections.

2. Capturing Strategic AI Impact

AI value extends beyond cost reduction.

IDC captures how AI drives:

- Innovation and agility
- Risk mitigation and governance
- Customer experience
- New products and services

→ **Key takeaway:** IDC connects AI investments to board-level business outcomes.

3. Translating AI Value into Sales Acceleration

AI messaging can be complex and abstract. IDC Business Value studies transform outcomes into:

- Executive-ready metrics
- Defensible financial models
- Campaign and sales enablement assets

Deliverables include:

- Business Value White Paper
- Executive Summary and Snapshot
- Presentation of Business Value Findings

→ **Key takeaway:** Turn AI outcomes into credible, pipeline-driving proof points.

4. Trusted by Strategic Decision-Makers

CIOs, CFOs, and boards rely on independent validation.

Our Business Value methodology includes:

- Robust and credible ROI model
- Payback period calculation
- 3-year financial impact analysis
- Blended KPI quantification

→ **Key takeaway:** IDC provides the financial credibility AI investments demand.

Prove the ROI. Accelerate the Decision.

Partner with IDC Business Value to turn your AI innovation into quantified business results.

Contact us