

Map ICT Demand

Serving customers within market intelligence, strategy, and research, IDC Black Book provides the vital context needed to align planning with latest market trends.

The Black Book provides a single, reconciled, total view of ICT markets from 2006 alongside a 5-year forecast with various segmentations. Offering a real-time look at IT spending in the context of current economic and market assumptions, including monthly updates to downside and upside forecast scenarios.

Black Book enables business leaders to:

- ✓ Set accurate targets
- ✓ Develop go-to-market activities
- ✓ Effectively allocate resources
- ✓ Plan for future new or adjacent market expansion

Worldwide Black Book: Live

Monthly deliverables

- 9 Regions
- 89 Countries
- 49 Technologies
(including deployment views)
- 3 Forecast Scenarios
- 3 Channel Groups
- 5 Customer Segments

Worldwide Black Book: 3rd Platform Edition

Quarterly deliverables

- 9 Regions
- 53 Countries
- 44 Technologies
- 3 Forecast Scenarios
- 12 Platforms



**Find Growth
Opportunities.**

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