



Know the players. Win the game.

No matter what business you're in today, you are a technology company.

Whether you are using, buying, or selling technology, or otherwise serving or observing technology markets and trends, knowing the dynamics at play in and across tech firms and their ecosystems helps you get the most from your technology strategies.

Knowledge and insight to guide strategy and execution.

Buyers

- Benchmark peer technographics
- Evaluate and select vendors and channels
- Right-size services contracts

Partners

- Assess competitor reach
- Plan and set targets at account-level
- Identify and select vendors

Vendors

- Plan and set targets at account-level
- Benchmark size and growth of competitors
- Identify and select partners

Tech Watchers

- Research individual companies
- Analyze macro trends at micro level
- Analyze investment scenarios

Continuous company intelligence for technology providers.

Built from analyst-led proprietary datasets, Company Lens presents IDC's intelligence in a new way - giving you the ultimate solution for profiling tech companies and ecosystems.

100,000+

Buyers

- Core Company Details
- Technology Spending
- Supplier Network
- Contract Values
- Geographic Footprint
- Peer Benchmarking

230,000+

Partnerships

- Partner Classifications
- Supplier Networks
- Markets Served
- Technologies Covered
- Verticals Addressed
- Revenue Bands

2,400+

Vendors

- Markets Served
- Growth Trend Analysis
- Partner Network
- Market Share and Performance
- Revenue Bands
- Competitors

5,000+ Services Contracts