

Pinpoint Opportunities

Serving customers in market intelligence, strategy, marketing, and research, IDC's comprehensive Spending Guide allows you to easily extract meaningful information you can view to compare data trends and relationships across ICT markets.

Each Spending Guide is built with participation of regional analysts from industry and technology domains. This ensures we capture local trends and insights, accurately forecasting the growth and magnitude of a given market.



Effective decision-making and strategic planning begins with measurable proof.

Our Spending Guides start with the foundation from IDC Pillar Technologies and build into the IDC Innovation Accelerators. These transformative technologies come together in the Digital Transformation Spending Guide aligned to over 200 industry use cases.

Spending Guide gives you the analysis needed to:



Set accurate sales quotas by market, region, and industry



Guide effective product development



Establish where resources should be focused



Identify which technologies and customer segments are growing

Forecast Spending in Your Market by Product, Use Case, and More.