

Define Customer Targets

In today's competitive marketplace, sales and marketing leaders must arm themselves with more targeted sales and marketing intelligence for named accounts.

IDC's Worldwide Wallet research program delivers an analysis of the estimated technology budgets for more than 100,000 of the world's largest enterprises. The research provided within this service allows vendors to understand the specific technology-buying behavior and strategies of their customers and partners.

- ✓ Identify companies that are the largest spenders on tech products and services.
- ✓ Effectively allocate resources to markets and accounts with the highest potential return.
- ✓ Estimate account-level technology spending for the world's largest companies.

Current It Spend Segmented By

Geography

9 Regions
53 Countries

Technology

140+ Sub-Groups
Hardware
Services
Software



Industries

16 Industries

Demographics

Company Size
Revenue
Employees
HQ
Location



Map Tech Budgets.