

Analytics Software Vendor Uses IDC Black Book to Strategize New Market Development

IDC Customer Success Story

“Building upon the invaluable insights from the IDC Black Book, we have successfully created long-term growth and expansion strategies into new markets and segments that were not previously on our radar.”

VP of Strategy and Corporate Development
Large Analytics Software Vendor

SITUATION



As the world economy grows increasingly unpredictable, a leading analytics software vendor operating in 37 countries across 6 defined regions seeks growth organically through market development strategies and inorganically through acquisition.



While the company's annual acquisition plan is managed by a central M&A team, regional VPs are called on each quarter to recommend new market development ideas to the executive board as part of their broader market development strategy.



VPs must justify their recommendations, which generally revolve around tactics for market penetration and adjacent market expansion, with sound business cases that include trend analysis, market performance scenario analysis, and ROI estimates.

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SOLUTION

Regional VPs require accurate data, including forecast and historic spend information relevant to analytics software markets as well as potential adjacent markets (such as software and AI), to properly formulate their recommendations. If the VPs can quickly size markets and predict growth in the countries they manage, they can better understand any additional opportunity within existing markets, adjacent markets for existing products, and where competition is most likely to emerge.

The vendor chose IDC to provide this market intelligence through our Black Book product line, which provides users with ongoing analysis of current and projected IT spending for over 50 technology markets, including traditional, innovative, and emerging technologies.

BUSINESS OUTCOME

Regional VPs are subscribed to IDC's Worldwide Black Book: 3rd Platform Edition which feeds their quarterly market development recommendations process. First, VPs define total and serviceable market sizes across traditional and emergent technologies, including big data and analytics, software, and AI solutions. Next, they analyze spend in current and potential markets using a variety of segmentation filters. Finally, they export data and visuals directly from Black Book to support their senior presentations.

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