# Stand Out in a Saturated AI-Enabled Market



With AI-driven solutions flooding the market, buyers face more noise than ever. Vendors struggle to prove real value beyond hyped-up capabilities and generic AI claims.

To win in this competitive landscape, B2B marketers need to back their positioning with credible, data-driven insights that cut through the clutter. Where there is intelligence, there is buyer trust.

## Backed by Intelligence, Trusted by Decision-Makers

**How IDC Helps You Win with Buyer-Driven Insights**

**1 Industry-Leading Data:**

Every year, we survey more than 300,000 tech buyers to develop forecasts and determine market share.

**2 Reliable Intelligence**

Our research draws from a global footprint of over 1,300 analysts, who continually engage with buyers and provide localized insights.

**3 Flexible Advisory & Insights**

Tailored intelligence and custom marketing and sales asset development, delivering deep insights and content to propel your business forward.

## The Market Reality: Rapid Tech Investment, Limited Readiness

Technology buyers are under pressure to modernize faster than ever, but without the right skills, they struggle to execute effectively. To stand out in this fast-moving market, vendors must prove business value, enable informed decisions, and align with enterprise buyers' evolving needs.

**7x**

Technology spending is outpacing economic growth – Digital technology investments are projected to grow seven times faster than the overall economy in 2024, as companies race to scale digital business models and enhance digital capabilities.

**65%**

Enterprise success is hindered by a skills gap – 65% of enterprises will fail to realize the full value of AI, cloud, data, and security investments due to underfunded training initiatives through 2026.

## Make Data-Driven Decisions That Drive Adoption

Tech investment is accelerating, but execution challenges remain.
Buyers need trusted insights—not just technology—to close skill gaps and maximize ROI.

**Partner with IDC to:**

- ☑ Help buyers justify investments with data-backed insights.
- ☑ Align your strategy with real spending trends.
- ☑ Use localized insights to meet regional market needs.
- ☑ Leverage IDC events to engage decision-makers and industry leaders.

IIAR Analyst Firm of the Year 2024

**LET'S TALK ›**

Top 10 Worldwide IT Industry 2024 Predictions: Mastering AI Everywhere

Top 10 Worldwide Digital Business 2024 Predictions Augmented by GenAI