

6 paths to a winning 2026 strategy

Choose your path with purpose



Whether you're a tech exec, marketer, or strategist, 2026 will reward the best-prepared. **Start with the question** that matters most to you—and find the insight that drives growth.

Your 2026 strategy starts here.

Start

? “What are the critical market opportunities across industries, buyer types, segments?”

→ Use: **IDC Spending Guide**

- Get five-year forecasts across tech categories, industries, geos, and company sizes.
- **Plan product bets, expansion, and investments with confidence.**

? “What is the demand for my technology?”

→ Use: **IDC Black Book**

- See spending forecasts under optimistic, pessimistic, or custom scenarios.
- **Stress-test your strategy against market uncertainty.**

? “What is my share of wallet compared to competitors across key accounts?”

→ Use: **IDC Wallet**

- Access detailed budget breakdowns by account, category, and supplier.
- **Prioritize the right accounts—and skip the guesswork.**

? “How does my sales performance compare to competitors?”

→ Use: **IDC Tracker®**

- Benchmark your sales performance and unit volumes in real time.
- **Sharpen positioning and track market gains and losses.**

? “Which partners will drive the most growth?”

→ Use: **IDC Channel Partner Ecosystem**

- Map ecosystems, track partnerships, and identify high-impact channel plays.
- **Build a smarter, stronger partner network.**

? “Which accounts and deals are up for renewal soon?”

→ Use: **IDC Services Contracts Database**

- See current contracts, renewal cycles, and tech stack info.
- **Time outreach and upsell at the moment that matters.**



Navigate your strategy, your way — powered by trusted tech intelligence.

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