

Make smarter moves in an uncertain market

IDC delivers trusted, scenario-ready intelligence when your leadership team can't afford to guess.



Choose your path with precision

IDC Data & Analytics

	IDC intelligence to predict and plan for 2026 and beyond	Black Book	Spending Guide	Tracker	Wallet	Channel Partner Ecosystem	Services Contract Database
Standard	Economic 'upside' and 'downside' scenarios to anticipate demand shifts	✓					
	Segment changing spending patterns across markets and tech trends		✓				
	Recognize the areas of opportunity within a specific technology market			✓			
	Allocate resources to markets and accounts with the highest potential				✓		
	Identify the strongest potential partners for your products					✓	
	Benchmark to assist in proposal generation and negotiations						✓

Model market shifts through your lens

Add-On Options

Custom	Scenario-based views aligned to specific growth, risk, or investment strategies	+
	Buyer-level data by role, geography, or industry for targeting and messaging	+
	Custom-built studies to validate plans, explore new markets, or test assumptions	+
	With a team of experts, analysts, and resources dedicated to your strategic needs	+