



# IDC IT EXECUTIVE ADVANTAGE PROGRAM

## Technology insights for critical decision making

IDC's IT Executive Programs consist of a family of research streams intended to help today's time-constrained IT executives make more effective technology decisions. The goal of the program is to offer accurate and timely research that will assist IT executives in mitigating technology risks, maximizing the effectiveness of IT investments, identifying and capitalizing on new opportunities, and bringing forth solutions that are aligned with the organization's business objectives.

## What is included with the IT Executive Advantage Program?

### Strategic Insight

- Access to IDC Technology & Insights industry specific research
- Unparalleled global portfolio of research reports and access to our global team of 900+ analysts
- Dedicated Analyst Account Manager
- IDC analyst inquiry

### Community Network

- IDC Insights Community membership
- Access to all IDC Webcasts

## COMPLIMENTARY 30-DAY RESEARCH TRIAL

### IDC's Research Offering Maximizes Business Innovation and IT Alignment

The Executive IT Technology Advantage Program provides a unique opportunity to assist today's top CIOs with their most pressing IT challenges and engage in meaningful discussions around the value of IT to drive business. The program leverages IDC's global research and the industry expertise of IDC's Insights lines of business. As IT executives seek to align technology with business, our deep understanding of industry business initiatives and processes makes us the perfect partner for helping your organization achieve its strategic goals.



## Technology research domain areas and trends covered include:

### ICT Hot Topics

Mobility, Cloud Computing, Bring your Own Device, Analytics, IT Governance, Social Media, Data Center, Security, Sustainability, Unified Communications, Consumer and more.

### Hardware

Servers, Storage, Networking, Personal Computing, Printing, Tablets, eReaders, Hardcopy Peripherals

### Software

Enterprise Applications (ERP, CRM, BI etc.) System Management, SaaS, PaaS

### Services

Application & Consulting Services, Outsourcing & Managed Services

### Communications/Telecom

Mobile Devices, Wireless, Wireline, TV Video Services

### Industry Views



## IDC IT Executive Advantage Program

### Complimentary 30-Day Research Trial

For more information contact:  
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## ABOUT IDC

IDC's IT Executive Programs draw upon our global team of analysts (the largest global network of expert analysts in the industry) and the research we develop. IDC analysts are based in 54 offices around the globe, covering 110 countries, speaking 70 languages and able to assist global IT organizations with innovating and optimizing IT operations around the world.

### Technology and Business Alignment

Bring forth technology solutions that are aligned with your organization's goals

### Mitigate Technology Risks

Make decisions with more predictable outcomes

### Technology Strategic Vision

Long-term strategic thinking and planning

### Speed to Market

Identify and capitalize on new opportunities

### IT Operational Performance

Increase the efficiency and reliability of IT investments

*International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. For more than 46 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting [www.idc.ca](http://www.idc.ca)*

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