

# OMDIA

## ENTERPRISE TECHNOLOGY ADVISORY SERVICE

Evaluate and select the right strategy, technology, and partner for embedding innovation in your business.



# An advisory service with data, analysis, insights, and tools that enables you to...



## Develop digital innovation strategy

- Understand adoptions, disruptions, and use cases for transformative technologies
- Get qualitative and quantitative research reports to help identify the right technology for your business



## Set IT budgets and investment priorities

- Compare your IT investment profiles, spending, and staffing budgets vs. enterprises with similar revenues, employee numbers, industry affiliation, and geographic presence



## Select the right partner

- Select the best technology vendor for your business with our robust portfolio of vendor assessments that combine expert insights on product capability with real-world customer feedback



## Decide for your business

- Connect with more than 400 analysts, through our Ask an Analyst program, to explore your unique questions and maximize your subscription

# Powered by...

## Enterprise Technology Reports

- AI & Intelligent Automation
- Cloud & Data Center
- Customer Engagement & Business Platforms
- Cybersecurity
- Enterprise IT Strategy
- Digital Workplace

## Data Tools

- IT Enterprise Insights Survey
- IT Spend & Staffing Benchmarking Tools
- IT Services Contracts Tracking Tool

## Vendor Benchmarking Tools

- Omdia Universe – Compare vendors by capabilities, customer experience, market presence
- Market Radar – Understand emerging, transformative technologies and the capabilities of specific solutions
- On the Radar – Discover which vendors should be on your radar with these deep dive assessments of technology disruptors

## Custom Consulting & Advisory

- Workshops
- Training
- Custom Surveys
- Brainstorming Sessions
- Sponsored Research

# Benefits to you...

## ***Save Money***

Buy the right technology from the right vendor with expert, unbiased guidance

## ***Gain Credibility***

Validate your business priorities, allocate resources, and influence others with Omdia forecast data, analysis, and insights



## ***Save Time***

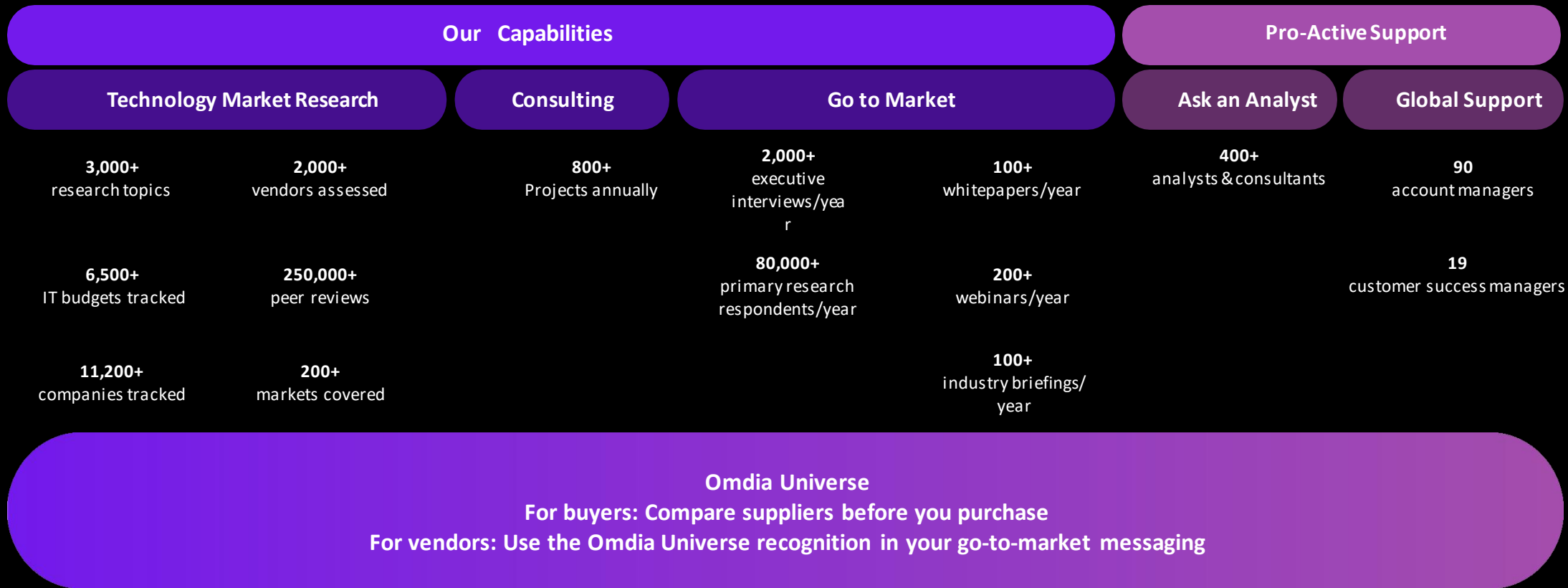
Eliminate hours of web research with one 30-minute inquiry session with our analysts

## ***Manage Risk***

Get the best-fit technology for your business with objective technology, platform, and vendor evaluations from experts and end-users

# How we work with you

We focus on understanding your business in depth and then bringing you only the most relevant content expertise



# Develop digital innovation strategy

Get qualitative and quantitative analysis to understand the technology investment ROI, with recommendations for implementation and advice on potential pitfalls.

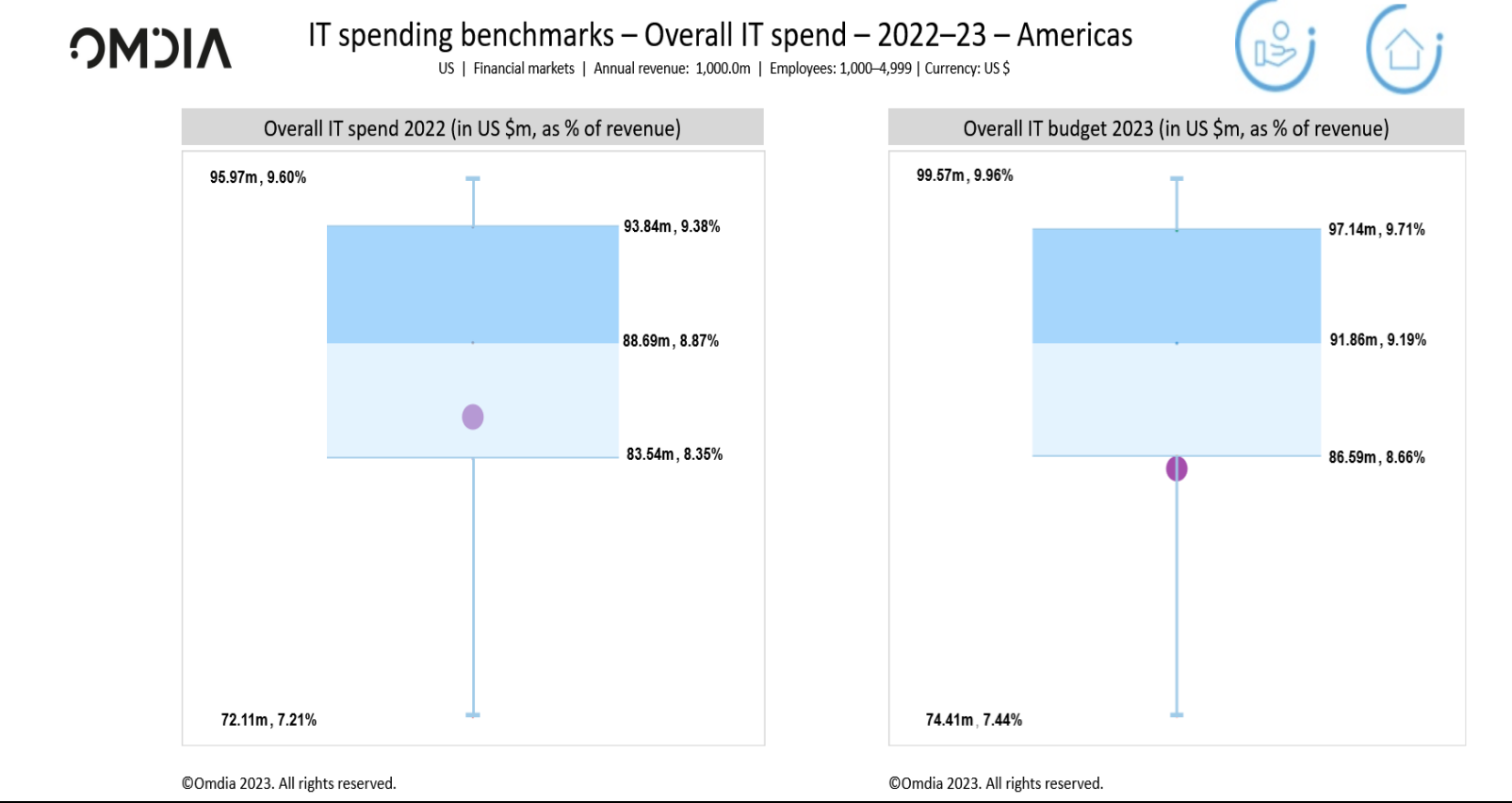


[Download a complimentary report from Maxine Holt with guidance on data privacy.](#)



# Set IT budgets and investment priorities

Use our interactive tool to benchmark IT spend and staffing data for your company, based on inputs for company revenue, employee numbers, industry vertical and geography. The tool uses a predictive logic engine that leverages data from 60,000+ IT decision makers. This data is collected through our annual survey that has been running for 10 years.

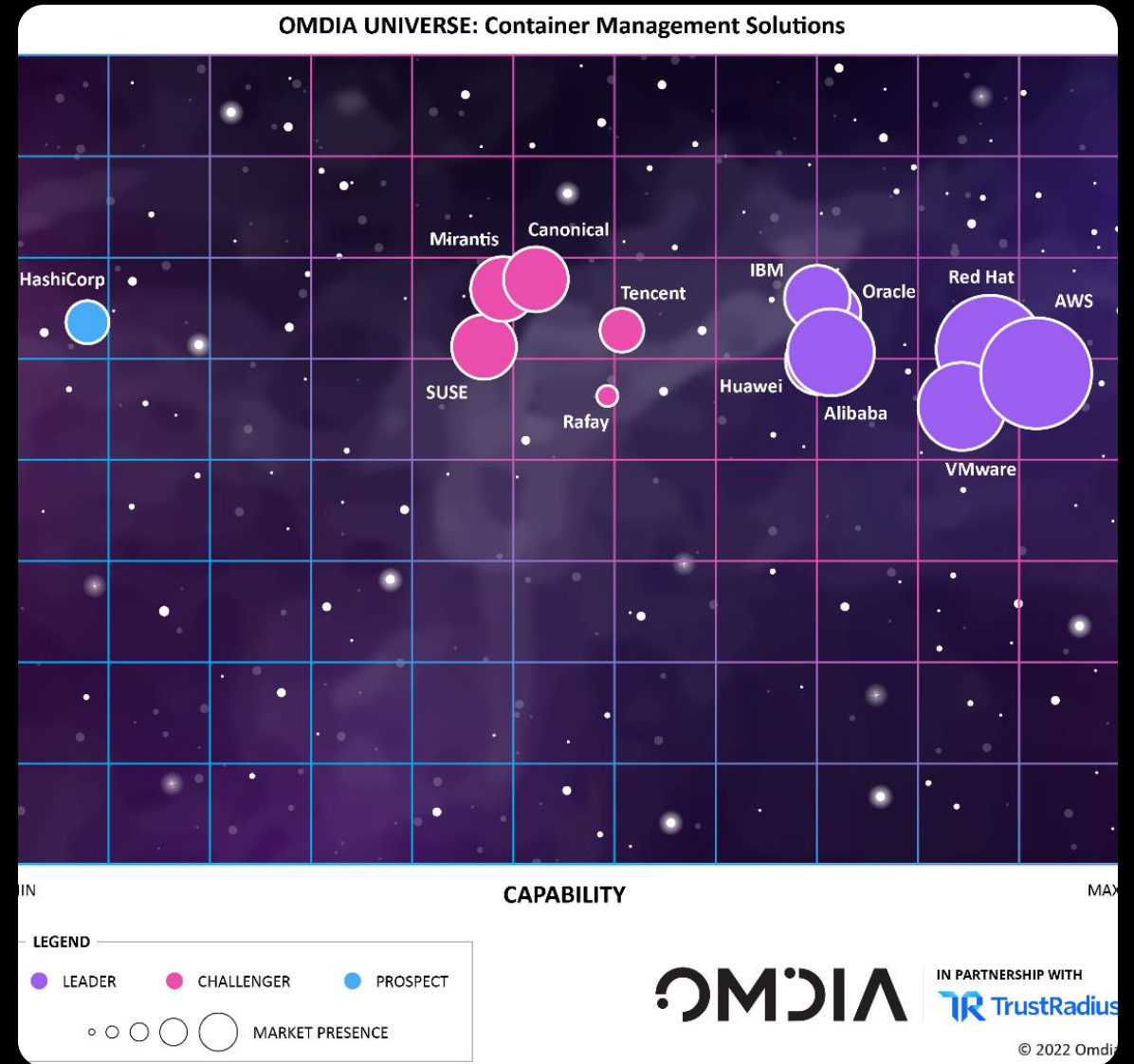


# Select the right partner

Make the best-informed technology purchase decisions with our portfolio of vendor selection products: Omdia Universe, Omdia Market Radar, and Omdia On the Radar. These reports offer an unbiased view of vendor capabilities, with real-world customer experience feedback from TrustRadius, along with analysis of emerging technology solutions and companies that should be on your radar.



Download a **complimentary report preview** Roy Illsley with guidance for selecting a container management solution.





# Decide for your business

Receive best-in-class customer support with our “Ask an Analyst” service

## Draw on our expertise to:

- 🔄 Make the right decisions
- 🔄 Sanity-check your own strategies
- 🔄 Navigate your service
- 🔄 Inquire about our methodologies
- 🔄 Maximize your subscription
- 🔄 Better understand a technology



**Maxine Holt**  
Senior Director,  
Cybersecurity



**Roy Illsley**  
Chief Analyst,  
IT Ecosystem &  
Operations



**Hansa Iyengar**  
Senior Principal  
Analyst,  
Enterprise IT



**Evaluate and select the right strategy, technology, and partner for embedding innovation in your business.**

 [customersuccess@omdia.com](mailto:customersuccess@omdia.com)

 [@Omdia](https://www.linkedin.com/company/omdia)

 [@OmdiaHQ](https://twitter.com/OmdiaHQ)

**OMDIA**