ICT Spending Predictor Spotlight Service

A Spotlight Service Complementing the Enterprise Technology Service Area Package
Enterprise-level ICT spend insight to transform your sales and marketing effectiveness.

“Understanding the target client universe and being able to prioritize sales and marketing efforts based on spend opportunity is key for enterprise vendor sales effectiveness.”

Daniel Mayo
Senior Research Director
# ICT Spending Predictor Spotlight Service

*Part of the Enterprise Technology Service Area*

## ICT Spending Predictor Spotlight Service

### HOW OMDIA HELPS YOU

- Identify prospects with largest ICT budgets
- Sales and marketing accounts prioritization
- ICT spending breaks down by segment and channel for each of accounts
- The proportion of customers’ ICT spend by technology

### KEY QUESTIONS ADDRESSED

- Which prospects have the largest ICT budgets?
- How much more should our customers be spending with us?
- Which accounts should sales and marketing prioritize?
- What proportion of our customers’ ICT spend by technology do we currently receive?
- How does ICT spending break down by segment and channel for each of my accounts?

## Enterprise-level ICT spend taxonomy

<table>
<thead>
<tr>
<th>SERVICES</th>
<th>SOFTWARE</th>
<th>CONSULTING</th>
<th>HARDWARE</th>
<th>COMMUNICATIONS</th>
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ICT Spending Predictor: Our Expert Analysts

Daniel Mayo
Senior Research Director
Enterprise IT

Mila D’Antonio
Principal Analyst
Enterprise IT

Bill Morelli
Research Vice President
Enterprise

Tim Jennings
Chief Analyst
Enterprise IT

Charles Juniper
Principal Analyst
Enterprise IT
COMPANY LOOKUP — Updated quarterly —
Discover the size and composition of the ICT budget of a specific enterprise. Browse by industry and country.

LIST BUILDER — Updated quarterly —
Identify and prioritize target clients by industry, country, and technology type.

CUSTOMER PROFILER — Updated annually —
Model the expected ICT spend of any company based on its demographic profile.
ICT Spending Predictor: Market Data

ICT Spending Predictor

ICT spend profiles for the top 75,000 enterprises globally.

DETAILS

**Frequency:** Quarterly

**Measures**
- ICT budget (LY & CY)
- Internal and external spend
- Spend on cloud by channel
- IT security spending
- Breakdown of ICT spend by technology function
- Breakdown of ICT spend by technology type

**Regions**
- Coverage of
  - 30,000 Americas-based companies
  - 25,000 Asia & Oceania-based companies
  - 20,000 EMEA-based companies

**Verticals**
- 19 industry verticals

**Features**
- ICT profiles on each of top 75,000 enterprises across region (based on ICT budget size)
- Company-specific profiles
- List building interactive tools – search by specific technology filtered by country and industry
- Export profiles or lists
- Customer profiler – obtain view of ICT spending for any enterprise
ICT Spending Predictor: Methodology

Using extensive, primary-sourced actual ICT spend data, Omdia is uniquely qualified to provide ICT spending estimations.

- Collects ICT budget information annually for over 7,000 enterprises as part of the largest ICT decision-maker survey
- With over 10 years of historical data
- Applies the expertise of our horizontal technology and industry technology analysts
- Tracks demographic data for over 75,000 companies
- Understands that companies are heterogeneous in structure and profile, and supplements modelled data with actual data to validate and improve the model

Omdia provides the most comprehensive and sophisticated program for providing account level insight into demand

- Ongoing analyst / market dialog & actual company data
- Statistical model (a log-linear regression model)
- Horizontal technology & industry expertise
- Demographic database 60,000 companies
- The largest ICT decision-maker survey
- ICT Spending Predictor
ICT Spending Predictor: Methodology

Understand and evaluate company spend opportunity across two spend taxonomies (enterprise and vendor view)

- **APPLICATIONS**
  - Software support & maintenance fees, Software licenses, SaaS, App management & maintenance, App development & testing, Internal application spend.

- **INFRASTRUCTURE**
  - Servers, storage, End-user computing, Peripherals, IaaS, PaaS, Data center & IT operations, Service desk, End-users computing services, Internal infrastructure spend.

- **NETWORK & COMMUNICATIONS**
  - Local area network, Wide area network, Fixed telephony & unified communications, Contact center, Mobile data, mobile voice, Internal communications spend.

- **IT MANAGEMENT**
  - Systems planning & design, Disaster recovery & continuity, IT strategy & transformation, Inter IT management

- **SERVICES**
  - App management & maintenance, App development& testing, Data center & IT operations, Service desk, End-user computing.

- **SOFTWARE**
  - Software support & maintenance, Software licenses.

- **CONSULTING**
  - Systems planning & design, Disaster recovery & continuity, IT strategy & transformation

- **HARDWARE**
  - Servers, storage, End-user computing, Peripherals, LAN, WAN.

- **COMMUNICATIONS**
  - Fixed voice, Fixed broadband, Unified communications, Contract center, Mobile voice, mobile data.

- **CLOUD**
  - SaaS, IaaS, PaaS.

- **INTERNAL**
  - Infrastructure, Applications, Communications, IT management.
Related Content: Enterprise Technology Service Area Coverage

About Omdia’s Enterprise Technology Research

World-class coverage of enterprise ICT strategy, platform evolution, and ICT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector’s ICT investment strategy and priorities, assessing how institutions are using technology to address business objectives.

Omdia’s expert team of analysts provides strategic advice based on a robust foundation of market data to help enterprises and enterprise vendors transform how they build and sell solutions to the enterprise market.

Supporting datasets include deal activity levels, primary perspectives on short-term investment priorities, institutions-specific breakdown of technology spending, and market forecasts of future spending trends by software market.

Spotlight services offered alongside the Enterprise Technology Service Area include deep analysis into specific verticals & applications, with particular focus given to the financial services technology industry covering the banking, payments and insurance sectors. Also available as Spotlight Services are Omdia’s robust data tools that provide insight into enterprise ICT spending, contract procurement and decision making.
Our “Ask an Analyst” Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia’s support team is here to help.

**Draw on our expertise**
- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:

- **Tom Coate**
  Customer Success Manager

- **Kären Dyer**
  Customer Success Manager

96% of our customers rate our service as Excellent or Very Good
Appendix
ICT Spending Predictor: Account-Level Profile by Functional Segmentation

- Parent company
- ICT budget
- Budget outlook
- Internal and external spend
- Spend by cloud channel
- IT security spend

Spend by function and segment
Extract each table to Excel
# ICT Spending Predictor: Account-Level Profile by Technology Segmentation

**Parent company**

**ICT budget**

**Budget outlook**

**Internal and external spend**

**Spend by cloud channel**

**IT security spend**

**Spend by technology type**

**Spend by technology type (UK $m)**

**Spend on cloud**

**Extract each table to Excel**
ICT Spending Predictor: List Builder

- Find top, middle or low tier spenders
- Select currency
- Create lists by industry segment
- Create lists at regional or country level

Create lists based on spend on specific technologies
ICT Spending Predictor: List Builder, Full Data Export

**Product Overview**

 ICT Spending Predictor Spotlight Service | OMETICTSPSSG21

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**Custom report (US $ million)**

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View & select all technology segments on one tab for easy data export
ICT Spending Predictor: Custom Profiler

Model expected ICT spend of any company based on its demographic.

- Annual revenues
- Primary industry vertical
- Total number of employees
- Primary geography

To generate a spending profile, enter the demographics of the company for which you require an IT budget estimate using the options below:

- Input annual revenues in US$ millions:
  - $50.0

- Select primary geography of operations:
  - United States

- Select primary industry vertical:
  - Retail Banking

- Select total number of employees:
  - More than 10,000
    - Fewer than 100
    - 100 - 999
    - 1,000 - 4,999
    - 5,000 - 10,000

Click here to display profile
ICT Spending Predictor: Account Prioritization and Share of Wallet Intelligence by Industry and Region

Use ICT Spending Predictor to identify:

- Which prospects have the largest ICT budgets
- Which accounts sales and marketing should prioritize
- How ICT spending breaks down by segment and channel for each of your accounts
- The proportion of your customers’ ICT spend by technology you currently receive

Want to learn more?

Request a demonstration
ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today’s constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.

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