

IT Spending Predictor Spotlight Service

Part of the Enterprise Technology Service Area Package

Enterprise-level IT spend insight to transform your sales and marketing effectiveness.

**PRODUCT OVERVIEW | IT Spending
Predictor Spotlight Service**

The VICIA logo is rendered in a bold, black, sans-serif font. The letter 'V' is stylized with a dot at its top-left corner. The letters 'I' and 'C' are also stylized with dots at their top-left corners. The letters 'I', 'C', 'I', and 'A' are solid black. The logo is positioned in the bottom right area of the slide, with decorative dotted patterns in the background.

“ Understanding the estimated size and composition of the IT budget of a specific enterprise can help vendors fine-tune go-to-market strategies, better targeting their sales efforts and increasing win rates. ”

Cem Nurkan
Research Director

IT Spending Predictor Spotlight Service

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Service Area Package*

HOW OMDIA HELPS YOU

- IT Spending Predictor provides estimated IT spend for 75,000 enterprises globally
- Breakdown of spending by technology, function, and by internal vs external spending
- Sales and marketing accounts prioritization
- IT spending break down by segment and channel for each account

KEY QUESTIONS ADDRESSED

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

Enterprise-level IT spend taxonomy

SECURITY	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, Contact center, Mobile voice, mobile data
	CLOUD	SaaS, IaaS, PaaS
	INTERNAL	Infrastructure, Applications, Communications, IT management

NEW ENHANCEMENTS

- Enhanced modelling depth for top 5,000 enterprises
- Technology investment propensity for key technologies
- Covid impact analysis

IT Spending Predictor: Our Expert Analysts



Cem Nurkan
Research Director
Enterprise IT



Mila D'Antonio
Principal Analyst
Enterprise IT



Bill Morelli
Chief Research Officer & Head
IT Management & Data Center



Hansa Iyengar
Senior Principal Analyst
Enterprise IT

IT Spending Predictor: Deliverables



COMPANY LOOKUP

Discover the size and composition of the IT budget of a specific enterprise. Browse by industry and country.



LIST BUILDER

Identify and prioritize target clients by industry, country, and technology type.



CUSTOMER PROFILER

Model the expected IT spend of any company based on its demographic profile.



ANALYST ACCESS

Prompt responses from Omdia's regional analyst team to urgent and unique questions.

IT Spending Predictor: Market Data

IT Spending Predictor

IT spend profiles for the top 75,000 enterprises globally

DETAILS

Frequency: Quarterly

Measures

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

Regions

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

Verticals

- 21 industry verticals

Features

- IT profiles on 75,000 enterprises across regions (based on IT 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 IT spending for any enterprise

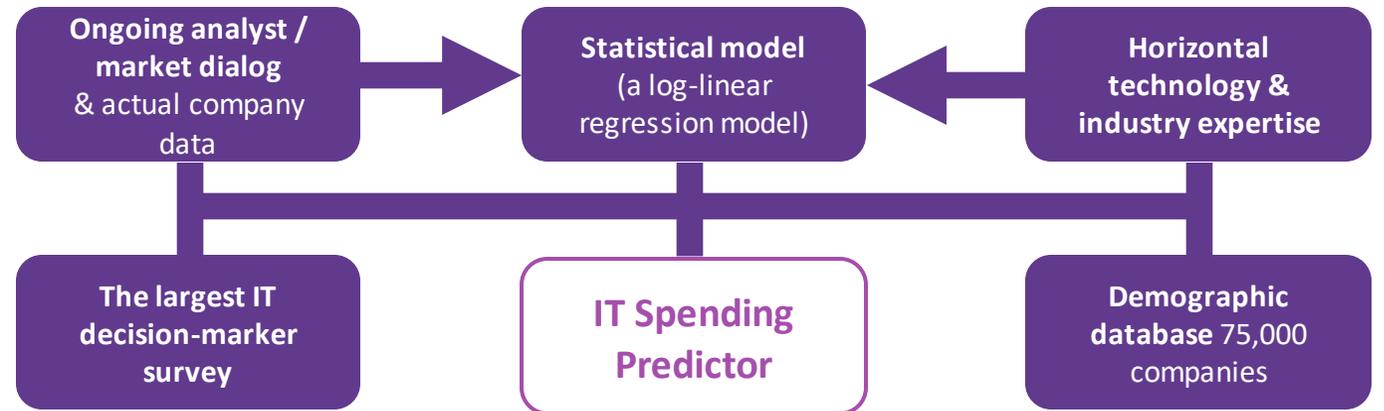
IT Spending Predictor: Methodology

IT Spending Predictor

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

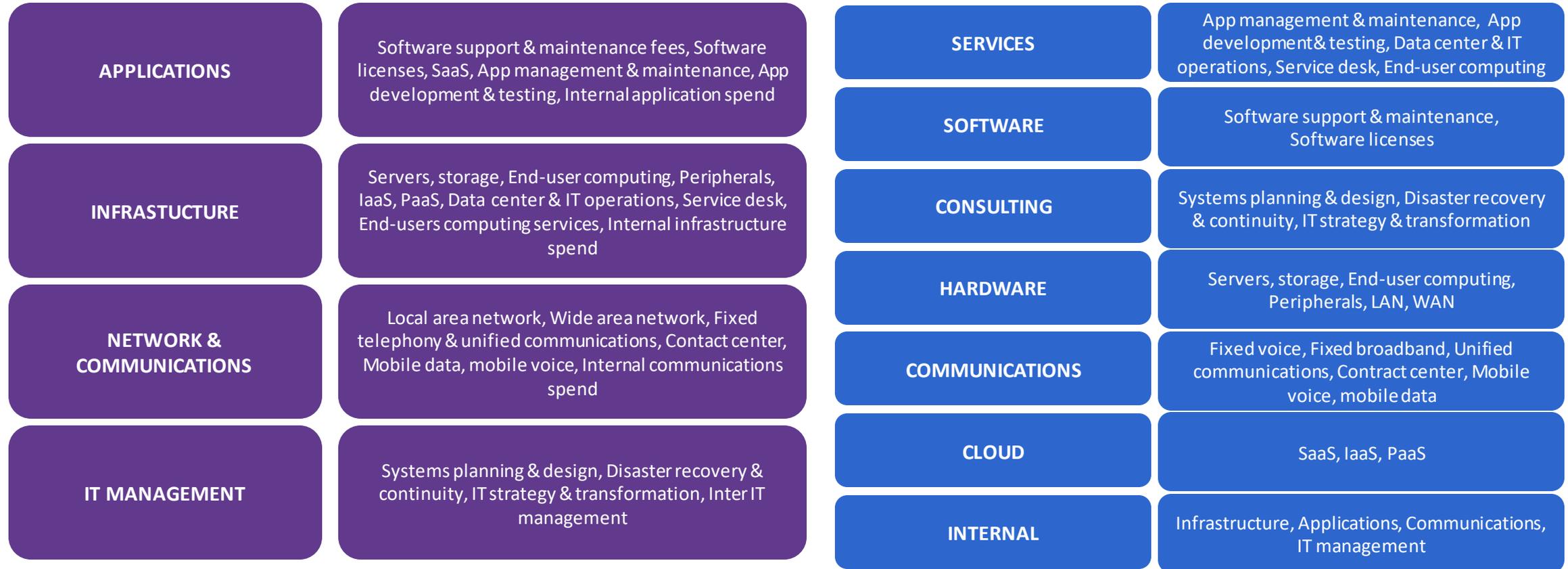
- Omdia collects IT budget information annually for **over 6,000** enterprises as part of the largest IT decision-maker survey
- Omdia possesses over 10 years of historical data
- The tool applies the expertise of our **horizontal technology** and **industry technology** analysts
- The tool tracks demographic 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



IT Spending Predictor: Methodology

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



Related Content: Enterprise Technology Service Area Coverage



Service Area Package: Enterprise Technology

- Enterprise IT Management & Architecture Intelligence Service
- Enterprise Mobility Intelligence Service
- Business Platforms and Applications Intelligence Service
- Unified Communications & Collaboration Intelligence Service
- Enterprise Premises Networks Intelligence Service

- IT Spend Predictor Spotlight Service- Global
- IT Enterprise Insights Spotlight Service
- IT Spending Predictor – Banking Spotlight Service
- Financial Services Spotlight Service
- IT Sales Prospector Spotlight Service
- Enterprise Technology Advisory Service Spotlight Service

About Omdia’s Service Providers & Markets Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia’s consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.



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

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- Sanity-check your own findings
- Get the most out of your subscription
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Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:



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Thank you

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