# Global IT Sales Analyzer Spotlight Service

**Part of the Enterprise Technology Service Area Package**

Transform your sales and marketing effectiveness with an unrivalled source of prospect intelligence and enterprise-level IT spend insights.

**OMDIA**

> **Identifying the best opportunities at the right time, gaining a strong understanding of the target clients, and understanding the estimated size and composition of IT budgets enables sales teams to have a higher hit rate and to better qualify their prospects.**

**Cem Nurkan**
*Research Director*

OMDIA

# IT Sales Prospector Spotlight Service

*Part of the Enterprise Technology Service Area Package*

**Enterprise-level IT spend taxonomy**

## HOW OMDIA HELPS YOU

- Identify the most lucrative prospects and target them at the right time, with the right proposition
- Estimated IT spend for 75,000 enterprises globally
- Breakdown of spending by technology, function, and by internal vs external spending
- Maximize revenue from existing customers
- Sales and marketing accounts prioritization

## KEY QUESTIONS ADDRESSED

- How do you identify and prioritize the accounts sales and marketing should be focusing on?
- How much more should your customers be spending with your organization?
- Which account matches your target profile and what should you prioritize?
- Which prospects have the largest IT budgets?
- What opportunities and challenges do your prospects face and what is their IT spending profile?
- How does IT spending break down by segment and channel for each of my accounts?

## NEW ENHANCEMENTS

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

| 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 |

OMDIA

# IT Sales Prospector: Our Expert Analysts

**Cem Nurkan**
*Research Director*

**Mila D'Antonio**
*Principal Analyst*

**Bill Morelli**
*Chief Research Officer and Head*

**Hansa Iyengar**
*Senior Principal Analyst*

OMDIA

# IT Sales Prospector: Deliverables

## INDUSTRY ANALYZER

- Assess potential of your target markets
- Understand the dynamics and trends of over 500 industries
- View industry composition by company size and type
- Discover IT spending by segment and channel
- Download industry reports to help make market assessments

## PROSPECT BUILDER

- Identify companies that match your target profile
- Generate company target lists to distribute across your teams
- Target companies by industry, region, type, and size
- Prioritize companies by IT budget allocation
- Identify companies by industry, country, technology type, and technology function

## COMPANY ANALYZER

- Connect using real-time profiles and data on target companies
- Quickly understand your prospects and the principal challenges they face
- Discover a company's IT spending plans for 2024
- Learn who the key individuals are before you contact your prospect
- Model the expected IT spend of any company based on its demographic profile

OMDIA

# IT Sales Prospector: Market Data

## Prospect Identification

With IT spend profiles on over 300,000 companies, sophisticated filters allow you to find the prospects that match your capabilities

### DETAILS

**Frequency:** Quarterly updates

**Measures**
- Over 20 metrics
- Revenues, employees, profit, assets
- IT spend across over 25 segments
- Companies with upcoming contract renewals

**Industries**
- Over 700 industries
- Nearly 400 industries with in-depth coverage

### Coverage
- Partnership with Dun & Bradstreet providing access to top-level information on over 850,000 companies
- IT profiles on over 300,000 enterprises providing detailed spend predication on over 25 technology segments
- IT services contract tracking, allowing identification of prospects with upcoming renewals
- Ability to filter and identity companies based on unparalleled array of filters

### Regions
- Asia Pacific ~ 250,000
- Europe ~ 250,000
- Middle East/ Africa ~ 50,000
- North America ~ 250,000
- South/Central America ~ 50,000

## Company Profiles

Rapid access to company insight for sales detailing business, IT profile and contracts details

### DETAILS

**Frequency:** Ongoing

**Measures**
- Company snapshot
- SWOT analysis (top enterprises)
- Financials
- News/updates
- IT spend profile (quarterly updates)
- IT services contracts (monthly updates)

### Coverage
- Latest data pulled from Dun & Bradstreet through APIs combined with contract information and IT profile details to create a custom report
- Search for specific company by name or use prospect lists to identity targets
- View ultimate parent and parent-child subsidiaries

OMDIA

# IT Sales Prospector: Accelerate Prospects

## IT Sales Prospector

Designed to meet the requirements of technology vendors, IT Sales Prospector blends Omdia's proprietary IT datasets with the latest company and industry information. It identifies organizations that match your target profile, quickly understand them and the challenges they face.

**IT Sales Prospector enables you to:**

- **Quickly understand your prospects** and the opportunities and challenges they face
- Learn who the **key individuals** are before engaging
- Discover a company's **IT spending plans for 2024**
- **Generate company target lists** for distribution across your sales teams
- **Prioritize companies by IT budget** allocation
- **Explore a company group** with its complete organizational listing
- Understand the **dynamics and trends of over 700 industries**

| ☐ COMPANY NAME | IT Budget 2023 ($m) ▼ | Industry | Country | Revenue($m) | Employee |
|---|---|---|---|---|---|
| ☐ APPLE INC. | $22,435.21 | Wireless Telecommunications Equipment Manufacturing | United States | $394,328.00 | 164,00 |
| ☐ WALMART INC. | $19,985.37 | Discount Department Stores | United States | $611,289.00 | 2,100,00 |
| ☐ UNITEDHEALTH GROUP INCOR | $18,601.31 | Health Insurance Carriers | United States | $324,162.00 | 400,00 |
| ☐ BERKSHIRE HATHAWAY INC. | $17,334.70 | Property/Casualty Insurance Carriers | United States | $302,089.00 | 383,00 |
| ☐ AMAZON.COM INC. | $16,804.06 | Internet & Mail-Order Retail | United States | $513,983.00 | 1,541,00 |
| ☐ JPMORGAN CHASE & CO. | $14,238.94 | Banks & Credit Unions | United States | $128,695.00 | 293,72 |
| ☐ CARGILL INTERNATIONAL TRAD | $11,453.42 | Finance & Insurance Sector | Singapore | $165,000.00 | 155,00 |
| ☐ CVS HEALTH CORPORATION | $10,542.68 | Drug Stores | United States | $322,467.00 | 300,00 |
| ☐ BANK OF AMERICA CORPORAT | $10,505.36 | Banks & Credit Unions | United States | $94,950.00 | 217,00 |
| ☐ THE CIGNA GROUP | $10,358.50 | Health Insurance Carriers | United States | $180,516.00 | 71,30 |
| ☐ INDUSTRIAL AND COMMERCIAL | $10,039.62 | Banks & Credit Unions | China | $125,021.82 | 434,08 |
| ☐ CHINA RESOURCES CO., LTD. | $9,814.90 | Investment Firms | China | $120,672.89 | |
| ☐ JD.COM INC. | $9,747.38 | Investment Firms | Cayman Islands | $151,690.00 | 362,17 |
| ☐ PING AN INSURANCE (GROUP) | $9,371.82 | Insurance Carriers | China | $181,469.08 | 570,00 |
| ☐ ELEVANCE HEALTH INC. | $8,985.85 | Health Insurance Carriers | United States | $156,595.00 | 102,30 |
| ☐ TOYOTA MOTOR CORPORATIO | $8,886.70 | Automobile Manufacturing | Japan | $275,573.43 | 372,81 |
| ☐ AGRICULTURAL BANK OF CHIN | $8,656.26 | Banks & Credit Unions | China | $107,795.09 | 452,25 |
| ☐ VOLKSWAGEN AG | $8,621.13 | Automobile Manufacturing | Germany | $290,007.28 | 669,27 |
| ☐ CHINA CONSTRUCTION BANK ( | $8,546.63 | Banks & Credit Unions | China | $106,429.85 | 322,43 |

OMDIA

# 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**

- 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
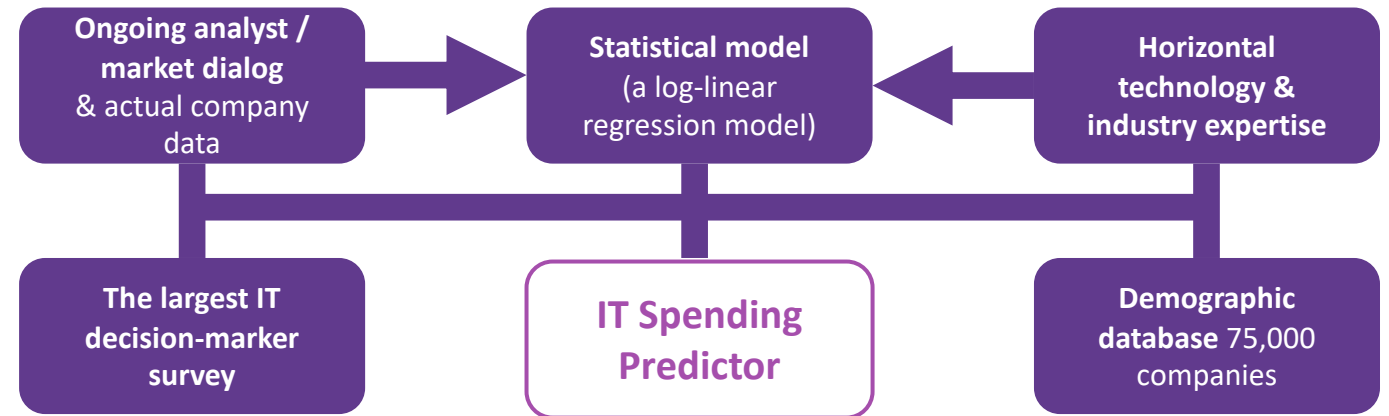- Customer profiler – obtain view of IT spending for any enterprise

OMDIA

# 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**

```
Ongoing analyst /         →  Statistical model      ←   Horizontal
market dialog                (a log-linear              technology &
& actual company             regression model)          industry expertise
data

The largest IT               IT Spending              Demographic
decision-marker              Predictor                database 75,000
survey                                                  companies
```

OMDIA

# Related Content: Enterprise Technology Service Area Coverage

OMDIA

## Service Area Package: **Enterprise Technology**

| Enterprise IT Strategy Intelligence Service | Financial Services Spotlight Service |

| Global IT Sales Analyzer Spotlight Service | IT Enterprise Insights Spotlight Service |

Enterprise Technology Advisory Service Spotlight Service

## About Omdia's Enterprise Technology 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 leverage the most comprehensive industry dataset available to 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.

OMDIA

# 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. Included in all subscriptions.

## 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:

**Shelley Hunter**
*Customer Success Manager*

**Kâren Dyer**
*Customer Success Manager*

**96%**
of our customers rate our service as Excellent or Very Good

OMDIA

# Get in touch!

✉ customersuccess@omdia.com

in @Omdia

🐦 @OmdiaHQ

OMDIA

# Thank you

## Disclaimer

## Get in touch!

✉ customersuccess@omdia.com           in @Omdia           🐦 @OmdiaHQ

OMDIA