

# Enterprise IT Strategy Intelligence Service

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

Helping enterprises and their suppliers navigate the technology-driven business transformation journey.

**PRODUCT OVERVIEW | Enterprise IT  
Strategy Intelligence Service**

The VMware logo, consisting of the letters 'VMware' in a bold, black, sans-serif font. The 'V' is stylized with a dot on its left side. The logo is positioned in the bottom right corner of the slide.

**VMware**

“ As enterprises reflect and finetune strategies for driving growth, agility and competitiveness, it is essential to ensure that technology investments keep humans and the planet at large at the core. ”

**Hansa Iyengar**  
*Senior Principal Analyst*

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## HOW OMDIA HELPS YOU

- Understand enterprise priorities for managing the business of IT, from strategic planning through to performance benchmarking
- Discover how IT management best practices are being applied to maximize the value of IT-enabled business investments

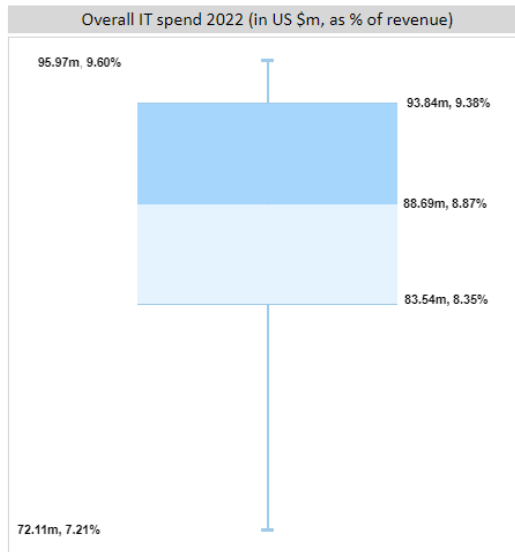
## KEY QUESTIONS ADDRESSED

- In a world still adjusting to a post-pandemic 'new normal', where are the key opportunities for technology strategies to be recalibrated and are enterprises focusing on the correct priorities?
- What are the most effective approaches to managing the business of IT? How to manage the evolving and expanded role of the CIO?
- What roles do strategic planning, agile project management and platform adoption play in the digital transformation journey?

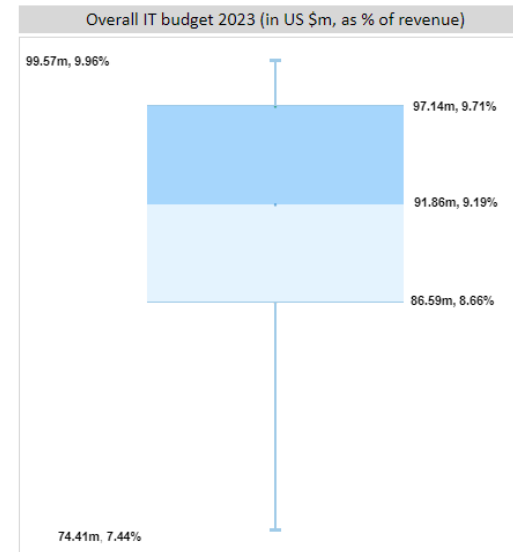
Example of Omdia's Enterprise IT Spend & Staffing Metrics Tool



IT spend summary – Overall IT spend – 2022/23 – Americas  
US | Financial markets | Annual revenue: 1,000.0m | Employees: 1,000-4,999 | Currency: US \$



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## NEW ENHANCEMENTS

- Gain an understanding of how automation/AI is poised to play an increasingly critical role in legacy modernization efforts as organizations recognize its potential to drive innovation and transformation
- Exploring regional trends in technology that are dictated by the unique challenges that businesses in the region face and their priorities



# Enterprise IT Strategy: Our Expert Analysts



**Hansa Iyengar**

*Senior Principal Analyst*

Enterprise Transformation Strategy



**Terry White**

*Associate Chief Analyst*

Enterprise Technology Strategy



**Roy Illsley**

*Chief Analyst*

IT Ecosystems & Operations



**Michael Azoff**

*Chief Analyst*

Cloud Software & Services

# Enterprise IT Strategy: Deliverables



## MARKET FORECASTS

Examines and forecasts the market for common IT management software solutions



## REPORTS

Insight reports, trends report, technology assessment reports and trends to watch reports



## PRESENTATIONS

Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.



## ANALYST INSIGHTS

Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.



## ANALYST ACCESS

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

# Enterprise IT Strategy: Reports

## Insights Reports

Investigating the factors impacting the IT function and how to navigate them. Insights into operating technologies and methods to drive down cost and improve customer experience. Effectively leveraging IT to increase revenue opportunities, agility and speed time-to-market.

### DETAILS

**Frequency:** Quarterly

## Omdia Universe / Market Radar

Evaluation of vendor technologies supporting various facets of enterprise IT, cybersecurity, hybrid workplace, and more.

### DETAILS

**Frequency:** Annual

## Market Landscapes

Analyze key IT technologies, market forecasts and growth rates by market size, region, and industry.

### DETAILS

**Frequency:** Annual

## Trends to Watch Reports

Overview of the key trends for the CIO and business technology leaders. Reviews relevant technologies that can reduce costs, increase responsiveness, and assist decision making.

### DETAILS

**Frequency:** Annual

# Related Content: Enterprise Technology Service Area Coverage



## 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.

# 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*





# Get in touch!

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# Thank you

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