Global IT Opportunity Analysis

Essential for business planning for technology leaders, assessing 20 major categories across hardware, software and services.

Key Questions Answered

- Where and what are the TAM growth opportunities spanning hardware, software, and services?
- Where should you focus your technology investments and business growth?
- How can you capitalize on emerging trends like cybersecurity, cloud infrastructure and AI?
- Which segments are most dependent on channel partners?
- What are the shifts in IT spend that you need to manage?

What We Offer

- Comprehensive PowerBI dashboard with interactive access to total addressable IT market statistics
- Single, consistent database segmented by technology products, services, channel categories, and end-customer sizes
- Industry-leading coverage of partner-delivered IT spending trends
- Direct analyst inquiry support with access to top market experts and custom presentations

Omdia
by informa techtarget

Our comprehensive IT market data set offers technology leaders an essential tool for strategic and tactical decisions. With insights into key routes-to-market, spend by end-user size, and data spanning **49** geographies, this unique resource provides a clear view of global IT market spend and its immediate outlook.

Matthew Ball

Chief Analyst

Cybersecurity Ecosystems

SPEAK WITH OUR EXPERTS

Delivering precise global IT spend insights

Key Deliverables

Market Trackers
IT opportunity dashboard providing total addressable market data across **20** categories of hardware, software, and services split by **49** geographies, routes-to-market, and end-user segments.

Reports
Analysis stream covering global IT market trends, spending forecasts, and partner-delivered technology performance with breakdowns of key growth areas in devices, infrastructure, software and services.

Briefings
Custom analyst presentations delivering market updates on IT spending trends, including global IT market by segment and regional growth patterns.

Analyst Insights and Access
Access to top analysts with corporate-wide license providing full team access to client portal for expert commentary on emerging technology trends.

Scope of Research

Coverage
- Extensive data coverage across **49** market geographies worldwide, including North America, Latin America, Europe, Middle East, Africa, and Asia Pacific regions with country-level breakdowns
- Technology products (client computing, smartphones, networking, servers, cybersecurity, software) and technology services (IT consulting, managed services, cloud infrastructure, telecom services)
- Measures market size, growth rates, and forecasts with partner-delivered percentages and total addressable IT market value.

Main segments covered
- Technology segments
- Services categories
- End-customer segmentation by business size

VIEW MORE

Omdia
by informa techtarget

Disclaimer