

# MidMarket Vendor Program

AN IDC ACCESS SERVICE

IDC's *MidMarket Vendor Program* offers unparalleled global market and technology analysis, go-to-market advisement, access to 1,100 industry experts, and dedicated relationship support. IDC's *MidMarket Vendor Program* provides actionable advice to move companies beyond midmarket — to disruptive and dominating in a unique and dynamic way. The program is designed for the demands of the emerging segment leaders and companies in the range of \$500 million–1 billion in revenue. Supporting management decisions and business initiatives, the IDC's *MidMarket Vendor Program* provides:

- **IT market.** Global, regional, and local market capability; access to the broadcast range of analysis of market — industry, players, opportunities through expert forecasts, data and analysis, and expert opinions
- **Market development and go-to-market strategies.** Market opportunities, go-to-market strategies, competitive marketing plans, benchmark options, and market agility
- **IT landscape.** The top players, competitive insights, market movers, vendor strategies, and opportunity definition on thousands of IT suppliers globally
- **Technology insights.** Insights by world-leading expert analysts, product road mapping, and share and market forecasts, including insights on competitive solutions from other emerging and disruptive players

## Subscriber Value

### Industry-Leading Client Support

Align direct and unmetered analyst support to your core product portfolio. Your subscription includes an IDC client relationship manager dedicated to an IDC experience devoted to your company's success.

### Amplify Market Awareness

Access key analysts on your specific and related markets and over 1,100 global analysts via inquiry support.

### Enhance Your Growth Strategy

Access relevant markets locally, regionally, and globally with rich concentration on core technologies spanning over 650 research areas including special access options to data and analysis tools.

### Validate Product Road Map

Incorporate trusted and accurate market intelligence into your external marketing material and utilize it for internal planning and positioning.

## About the MidMarket Vendor Program

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. Our ability to support emerging vendors is unprecedented, with more than 1,100 IDC analysts providing global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. IDC's *MidMarket Vendor Program* aligns to your business needs by function and covers all key aspects of your corporate team. IDC offers a complete research ecosystem to help your company perform in an incredibly fast-moving and complex marketplace.

- Access to a large array of continuous intelligence services
- Web access to research via IDC.com with customizable alerts
- Direct, flexible access to relevant core IDC analysts and access to over 1,100 global analysts through relationship support
- Dedicated client relationship manager who provides proactive curated support to assist with your specific needs
- Market research for your competitive intelligence
- Data analysis for your strategic planning

## Technology Coverage Areas

- Analytics
- Artificial Intelligence
- Business Services
- Channels
- Cloud Ecosystems
- Cloud Infrastructure
- Computer Systems
- Consumer Technology
- Cross-Industry Emerging Technologies
- Customer Experience
- Digital Business
- Employee Experience
- Infrastructure Markets and Strategies
- Infrastructure Software
- Internet of Things
- IT Market Overview and Perspectives
- IT Services
- Mobility
- Networking
- Print and Digital Output
- Privacy and Digital Trust
- Semiconductors
- Software Application and Information Access
- Software Application Development and Deployment
- Storage
- Telecommunications
- Zero Trust