IDC GO-TO-MARKET SERVICES

Your Marketing...Powered by IDC



WE HELP YOU REACH YOUR CUSTOMERS & PROSPECTS:

Where they search for information

In the media they read

At the events they attend

IDC
Analyze the Future

When it comes to making decisions about technology, IDC is one of the most respected sources of independent analyst insight worldwide. Decision makers not only value our opinion and analysis, they actively seek it out when planning new strategies for growth.

IDC Go-to-Market Services – Who We Are and What We Offer

IDC Go-to-Market Services (GMS) is a team of content-based marketing consultants dedicated to helping you leverage relevant IDC content and our custom services in your marketing initiatives. Throughout each engagement we provide insights and best practices on achieving the best results with your selected program elements.

Our expertise, flexible business model, and range of offerings enables our team to support your marketing programs from a single call-to-action incentive to a broad global media campaign.

Content-based Marketing – Why IDC Go-to-Market Services Works

Content-based marketing drives responses from more qualified leads. Prospects who register for an IDC Webcast or download a piece of IDC content on the hot topic you select demonstrate a genuine interest in a topic that relates to your business objective. The lead scrubbing begins with the content offer and provides a more direct path to serious buyers.

Leveraging the IDC brand with IDC Go-to-Market Services means turning the marketing corner with value-added content that lends greater credibility, drives more attention, and deepens audience interest to enhance engagements.

Why Our Clients Choose IDC

"I turn to IDC's Go-to-Market Services team for third-party, educational content on topics of interest to my audience. The IDC team is responsive to my requests and can quickly identify a solution and deliver just what I am looking for to support my marketing campaigns and lead generation initiatives."

Susan St. Ores
CRM Solutions Marketing
SAP America, Inc.

"IDC's Go-to-Market Services team built a comprehensive editorial calendar to meet the third-party content needs of our new Web site initiative. The team was responsive and flexible and provided valuable and relevant content to support the thought-leadership charter of our Web site. We plan to continue working with IDC to provide us ongoing Web site content and topic expertise over the coming year."

Landis Stoltman
ISV Marketing
Microsoft

"We selected the Go-to-Market Services team at IDC for their level of flexibility and attention to detail."

Stacie Hime, Manager,
Marketing Research Information
Industry Analyst Relations
Infonet Services Corporation

"IDC Go-to-Market Services offers many solutions for the marketing and communications challenges that face growing businesses."

Linda Miller
Vice President of Marketing
Ultimate Software

"IDC's research was both the educational piece we anticipated and the brand awareness vehicle that we had hoped for. Not only did the IDC Audience Development Network help build leads, but it helped generate sales."

Chris Tolmie
Director of Solutions Marketing
Nortel Networks

IDC Go-to-Market Services Offerings











CONTENT

License IDC research content adapted from previously published reports as well as analyst interviews and custom research to provide industry insights and expertise to your target audience.

SPEAKERS

Engage IDC's leading analysts as speakers at your next face-to-face or online event to provide insightful, third-party analysis of industry trends relevant to your audience.

EVENTS

Launch successful face-to-face and online custom events with IDC. Our events team brings to the table the full set of core competencies and services required to successfully create, develop, and manage your event.

MULTIMEDIA

Leverage IDC's best practices and world-class partners to create multimedia delivery of your IDC licensed content, from interactive analyst views for your Web site to live or on-demand Webcasts.

AUDIENCE

Build awareness with IDC and our world-class media and syndication partners to help broaden your reach and lead generation efforts. The IDC Audience Development Network delivers measurable marketing ROI results and qualified prospects directly to your Web site.

Reach Your Customers and Prospects

THIRD-PARTY CONTENT

We provide it. IDC is the foremost global market intelligence and advisory firm.

CUSTOMIZED CONTENT AND SERVICES

We design the program elements to support your broad global media campaigns from targeted hot topic content for your Web site to IDC analyst participation in a wide variety of events. The engagement is up to you.

PROJECT MANAGEMENT

Our approach is consultative but efficient. Where we have existing content, we leverage it. Our project execution is of the highest standards. Take advantage of our expertise to build programs optimized for your budget and goal.

AUDIENCE REACH

Partner with us and you partner with leading Web syndications and media companies for high-quality, content-rich marketing. Visit www.idc.com/gms for a listing of our partners.

LONG-TERM VALUE

With IDC's brand, the thought leadership of our analysts, the breadth of IDC GMS offerings, the team's expertise, and world-class partners, you seed a wider sphere of influence.



IDC GO-TO-MARKET SERVICES CENTERS OF EXPERTISE

North America • Asia Pacific • Europe • Latin America

IDC
Analyze the Future

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