

IT Security White Paper for a Leader in Internet Networking

An IDC Consulting Client Success Story from the Customer Outreach and Sales Enablement Practice Area

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Client Challenge – With 35,000 employees and $22 billion in revenue, this client wanted to provide its customers with a better understanding of the actual dimension & future developments of IT security (thus creating thought leadership). They also needed to understand the factors inhibiting & driving the development of the overall security market. Finally, the client needed to have a clear and consistent view on penetration & integration security products, the perceived role of security software & hardware providers, and positioning.

IDC Consulting Proposal / Methodology – IDC provided desk-based research, examining information from studies already conducted by IDC in the domain of security, networks, & vertical services. Our qualitative interviews with experts at the client site gave an in-depth view of strategic orientations & an accurate knowledge of the coverage & content of its offering. Interviews with end users, channel, & other third parties contributed to that knowledge. We then developed a white paper that educated, at the board level, on the importance of security & its business benefits by clearly describing the main customer pain points.

Results – The white paper was distributed at a major trade show, and the client received considerable press inquiries as a result. IDC analysts were interviewed on the subject "Users are Spending Less on Security than Printers" by six key publications, and the research was covered in all major IT trade publications. This co-branded white paper helped to show the client as an impartial expert on security in association with a leading analyst firm.

IDC Consulting leverages the **trusted** research and analysis of IDC – the premier global provider of market intelligence, advisory services, and events for the information technology industry – to deliver fact-based, actionable advice on all phases of market strategy. With a worldwide perspective, product and service market depth and breadth, and proven **methodologies**, we offer unmatched **expertise** and a superior knowledge of today's marketplace challenges. Our technology and industry analysts join our experienced consultants on a project team with a **commitment** to delivering proprietary conclusions and recommendations that will make you more successful.

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