IDC CONSULTING
CASE STUDY

Security Market Opportunity Assessment for ITS Provider

Business Challenge

A global IT service provider with a strong position in the IT security market was refining its growth strategy and approached IDC with a request to identify key growth areas in terms of different IT services, geographies, and vertical segments.

The Solution

As a first step, IDC analyzed internal business intelligence data and formulated key market hypotheses.

IDC then conducted interviews with large end-user companies in 18 countries worldwide. Based on the research, IDC identified various hotspots – key opportunities seen in different IT security market segments. IDC also outlined the critical needs to be addressed, as well as the fast-growing geographies and promising vertical segments to be targeted.

IDC
Analyze the Future

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 48 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. IDC CEMA, Malé náměstí 13, Prague 1, Czech Republic, 110 00, +420 221 423 140, www.idc-cema.com.