

Integrated Marketing Services for Global IT Service Provider

Business Challenge

The IT service provider was planning to launch a broader range of products in the Middle East that focused on the cloud computing environment. IDC was approached with a request to assist the provider in building up awareness of the cloud portfolio, together with its benefits and value propositions.

The Solution

In the first step, IDC conducted extensive research with suppliers and end users of cloud services to understand the current perceptions, usages, and trends within the cloud market in the Middle East.

With a view of supporting marketing messaging and providing additional channels for communication, IDC delivered the following services:

- IDC white paper
- Multimedia white paper hosted on the client's website
- Direct email campaign introducing the multimedia white paper and inviting the recipient to register and visit the website
- Webinar with 200 attendees
- Series of CIO roundtables in the region