

IDC Latin America Covid-19 **Flash** Bi-weekly Service

Value Proposition

April, 2020

Why is this needed?

With the speed with which Covid-19 has been spreading across the globe, scenario and **product planning has become more challenging.**

Many traditional IDC research products have very detailed forecasts that are updated every 90-180 days, but **this is not enough for the dynamic situation** the world is facing right now.

Clients have asked IDC what we can offer for planning purposes using the **research expertise and wide industry contacts** that the analyst teams have in different countries and regions.

What is the IDC Latin America Covid-19 Flash Service?

Quantitative Supply Side Perspective

- **Short-term updates** (Units and value at product category level for hardware trackers; value for software and services trackers at secondary market level) with **different scenario plans** for best, probable and worst case. Accompanying **forecast assumptions** included.
- **Updated monthly forecasts for Latin America** available down to Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, Rest of Latin America focusing on 2020 and 2021.

Analysis and Demand-side Insights

- **Updated flash document (~2 pages)** with news and analysis by Latin America's leading technology analysts regarding their areas of expertise and how Covid-19 is impacting the market technology markets, as well as **vertical markets** impacts.
- **Monthly survey results** of 150 IT decision makers in Argentina, Brazil, Chile, Colombia, Mexico and Peru regarding their most up-to-date plans and priorities related to Covid-19.

Analyst 911 on-demand sessions

- Video-conference based **analyst inquiry sessions** (maximum of 2 per month and 30 minutes per session) to address specific questions.

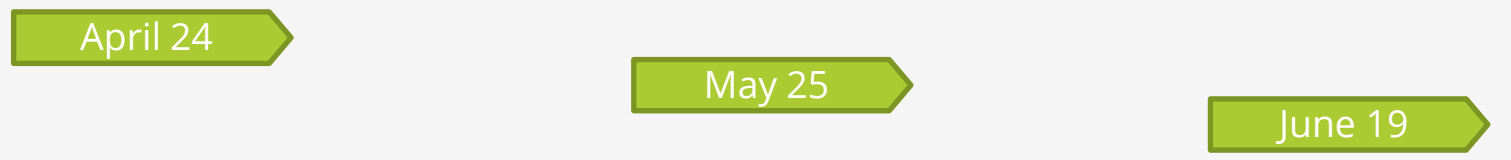
Bi-weekly delivery Schedule



Quantitative Supply Side Perspective: Updated forecast numbers and assumptions



Analysis and Demand-side Insights: Flash summary document




Analyst 911 on-demand inquiry sessions: up to 2 per month, 30 minutes per session.



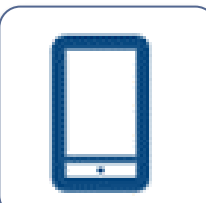
Product Availability and Pricing

90 day (3 month package)-US\$15k* per technology area:



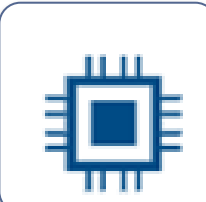
Infrastructure

- Enterprise Servers (blade, large, multi-node, tower)
- External Storage (volume, mid, high)
- Telecom equipment
- Enterprise Network (WLAN, routers, switches)




Devices

- PCD (Desktop, Notebook, Tablet, Consumer, Commercial)
- Mobile Phones (Featurephone, smartphone)
- Hardcopy Peripherals (Inkjet, Laser)
- PC Monitors



IT Services
(12 foundation markets)




Software
(19 secondary markets)



Telecom Services

Fixed Data -Broadband, Business Fixed Data, Fixed Voice, Mobile Data, Mobile Voice, Pay TV



Cloud

- IaaS
- SaaS
- PaaS

For more information **click here** to provide more details to receive a customized solution or contact us at idclamarketing@idc.com