



Business Opportunity Map

Value Proposition

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. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.



50+ years
of experience in
ICT market research

1,100+ analysts
within a global
information network

110 countries
covered around the
world

IDC can help you with your sales and marketing priorities

Using its accurate research methodologies and thought leadership, IDC helps ICT providers to...



Did you know that...

2 of the main challenges that CMOs in LA are currently facing are:



Increase the quality and
quantity of leads

Increase the return on their
marketing investments?

Do you know how to increase them?



Identify markets

Identifying and prioritizing the market which you should be targeting is the perfect way to improve the quality/quantity of leads and the return of investment on the future marketing actions.

IDC Mexico Business Opportunity Map

This is why IDC has created [The Mexico Business Opportunity Map](#) which is the most complete spending guide of the IT market opportunity in Mexico. By deep-diving on quantitative information, it helps companies understand and identify geographic and industry specific opportunities in growing regions and sectors, define sales team targets and better segment their go-to-market strategies.

Regions Included in the Model:



Hybrid Research Methodology:



Industries:





Identify markets

Have a **complete insight of the market** in terms of market share, market size, competition behavior and forecast with this **customized service**, and be able to:

- ✓ **Identify new opportunities** by regions, vertical segments and organization groups.
- ✓ **Know and quantify existing potential spending** with the largest organizations in Mexico.
- ✓ **Design your specific account approach** by industry.
- ✓ **Have better defined sales planning and territory strategies.**
- ✓ **Determine the needs and profile** required for your sales team to target their efforts.

Commerce IT Spending Context

Example



\$2,351.53
MUSD total IT
Spending

Of this, **\$116.1**
MUSD
are invested in ERP (61%),
CRM (23.2%) and BI
(15.8%) solutions

43% of companies mention that their IT
Investment will stay the same in comparison to
the year before, **39%** will increase it,
18% will decrease it

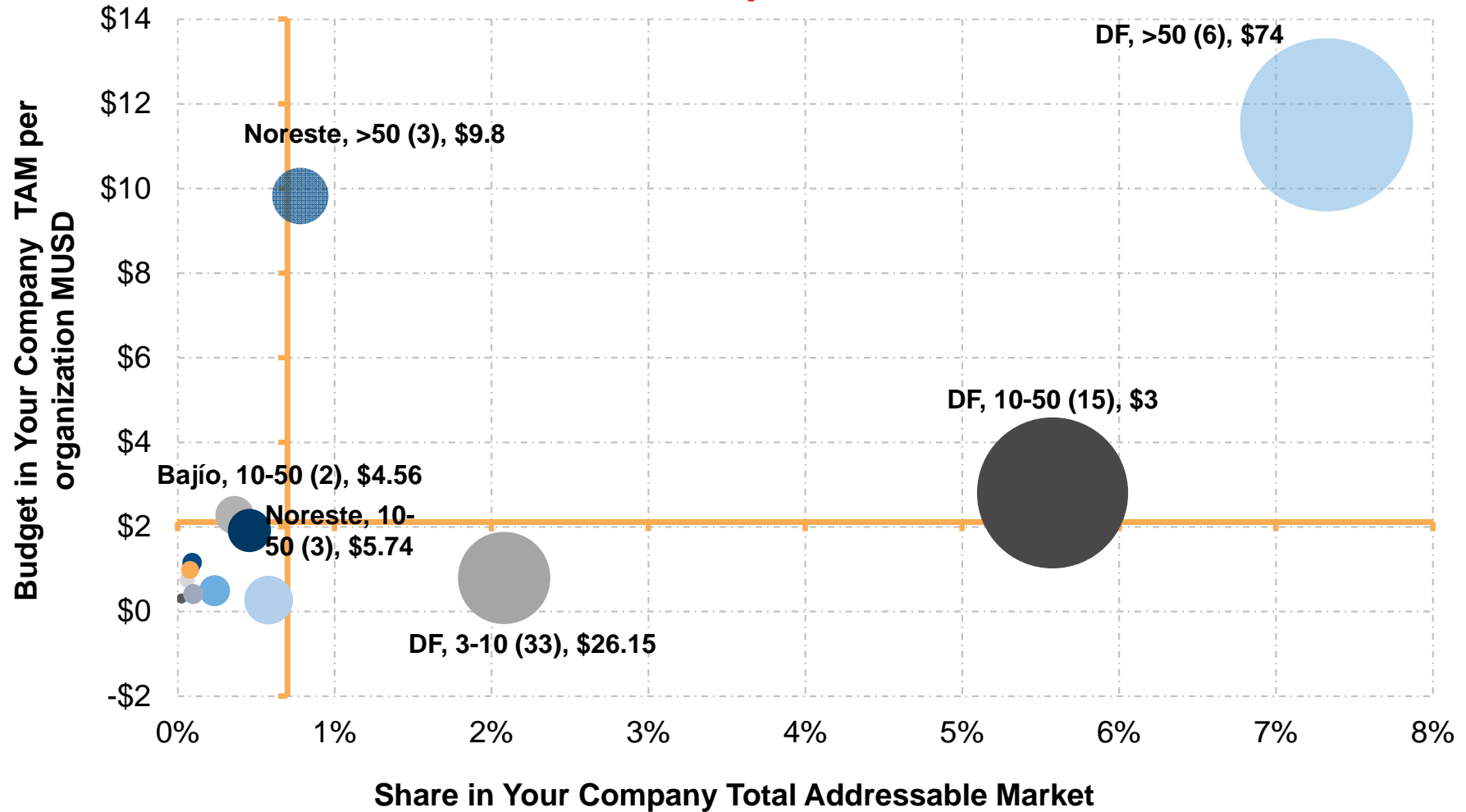
Retail	\$71.01 MUSD
Wholesale	\$45.12 MUSD

DF	\$47.66 MUSD
Center	\$16.8 MUSD
Northeast	\$12.85 MUSD
North - Northeast	\$11.73 MUSD
Southeast	\$11.43 MUSD
West	\$8.3 MUSD
Bajio	\$7.41 MUSD

Top Finance Companies Opportunity Map

Clusters by Region and Budget Range

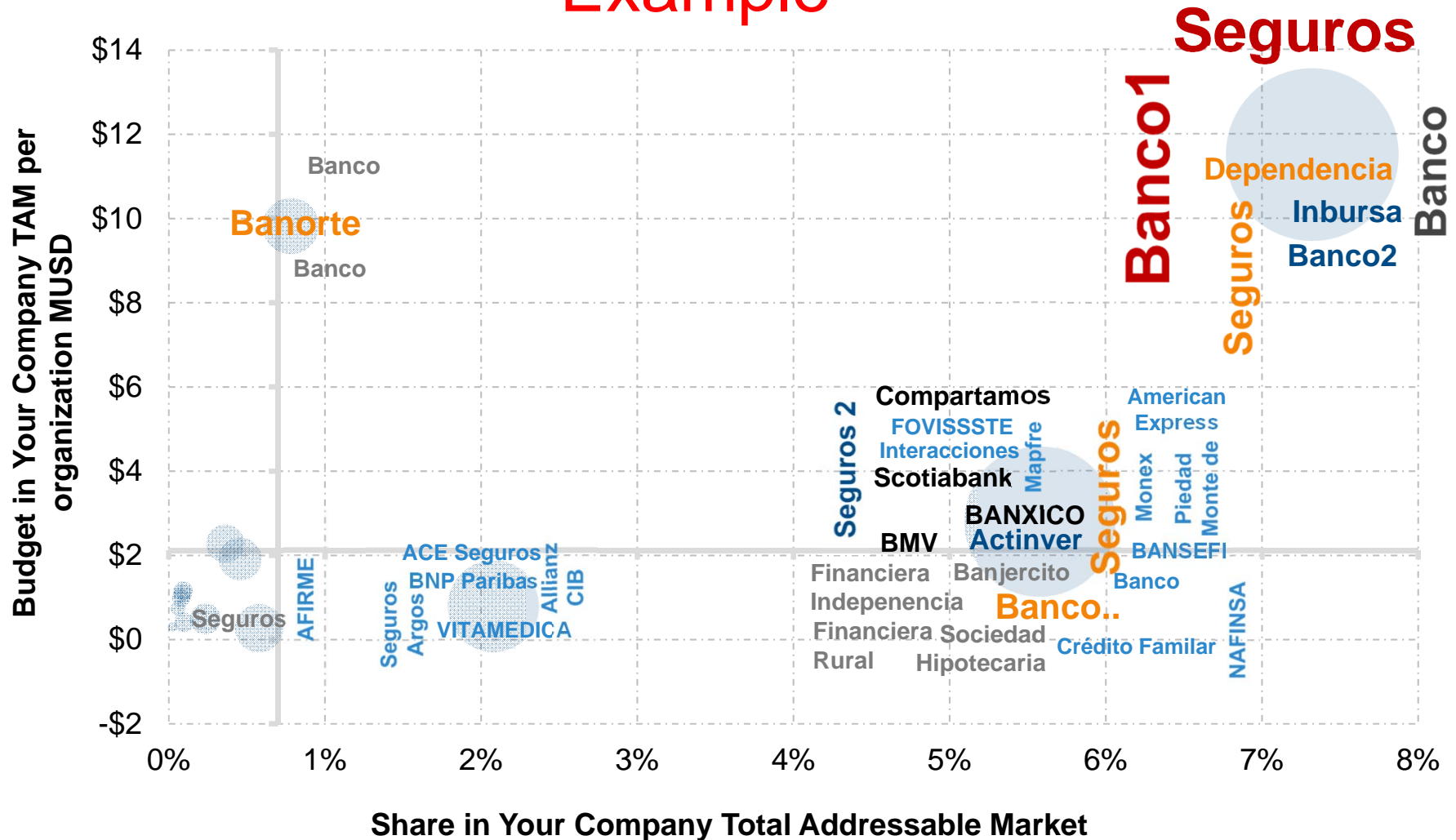
Example



Top Finance Companies Opportunity Map

Companies within clusters

Example



Deliverables



In-person **interactive briefing addressing** the published report, approximately 2h long (including Q&A), in your office.



Digital Worksheets in xls format, including all quantitative analyses from all four project stages.



Executive Document in ppt format, with approximately **30 slides, including project results**, main quantitative analyses, qualitative analyses and IDC recommendations.

Contact us

For more information contact us at: idclamarketing@idc.com

