



Latin America Vertical Market Spending Patterns

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Latin America Vertical Market Spending Patterns* service provides a semiannual report on current and projected investments in IT hardware, packaged software, and services in the region's top 6 markets — Argentina, Brazil, Chile, Colombia, Mexico, and Venezuela — and a breakdown by eight vertical market segments. The data presented is consistent in order to facilitate cross-country and cross-regional comparisons. The information is presented by total spending in U.S. dollars, annual growth rates, and overall IT spending proportions for each of the technology areas of coverage.

Markets Covered

This service covers the following segments of the Latin America vertical market spending patterns market:

- IT hardware
- IT services
- Packaged software
- Data communication equipment

Subjects Analyzed

Throughout the year, this service will address the following topics:

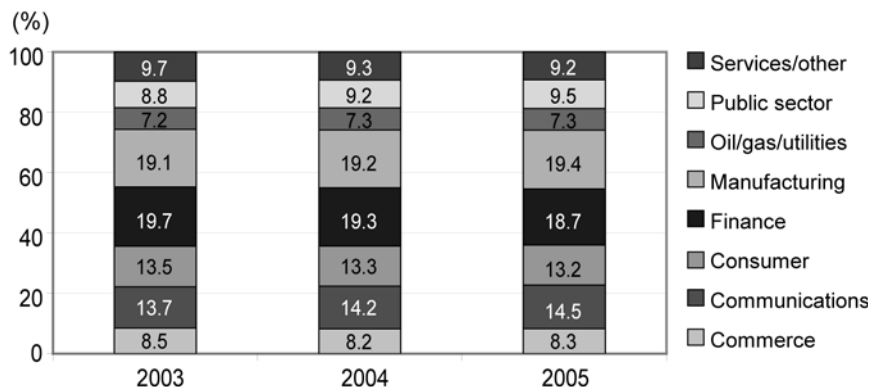
- Commerce
- Communications
- Finance
- Consumer
- Manufacturing
- Public sector
- Oil/gas/utilities
- Services/other

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What is the big picture of IT spending in Latin America by vertical industry?
2. How much do Latin America vertical industries invest in IT?
3. How much of the regional IT pie does your business own in each vertical industry?
4. Is your business growing faster or slower than the region's IT market?
5. Which industry will spend more in IT in the following years?
6. What is the proportion of IT hardware, software, and services in each one of the Latin America vertical markets?

Latin America IT Spending Share by Vertical Markets 2003–2005



Source: IDC

Competitive Analysis

IDC's *Latin America Vertical Market Spending Patterns* service examines the IT market spending by eight industry segments in the following countries: Argentina, Brazil, Chile, Colombia, Mexico, and Venezuela.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

***Latin America Vertical Market Spending Patterns —
Version 1, 2005***

eDeliverable consisting of a spreadsheet file with pivot tables

***Latin America Vertical Market Spending Patterns —
Version 2, 2005***

eDeliverable consisting of a spreadsheet file with pivot tables

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
 - Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
 - A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
 - Special client discount pricing on purchases of research from other services
 - Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
 - Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts
- To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

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IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT purchases and business strategy. Over 700 IDC analysts in 50 countries provide local expertise and insights on technology markets. For over 40 years, business executives and IT managers have relied on our advice to make decisions that contribute to the success of their organizations.

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