

## Who is IDC?



## IDC SOLUTIONS

Understands the challenges your organization is facing.

A proposal designed especially for you.

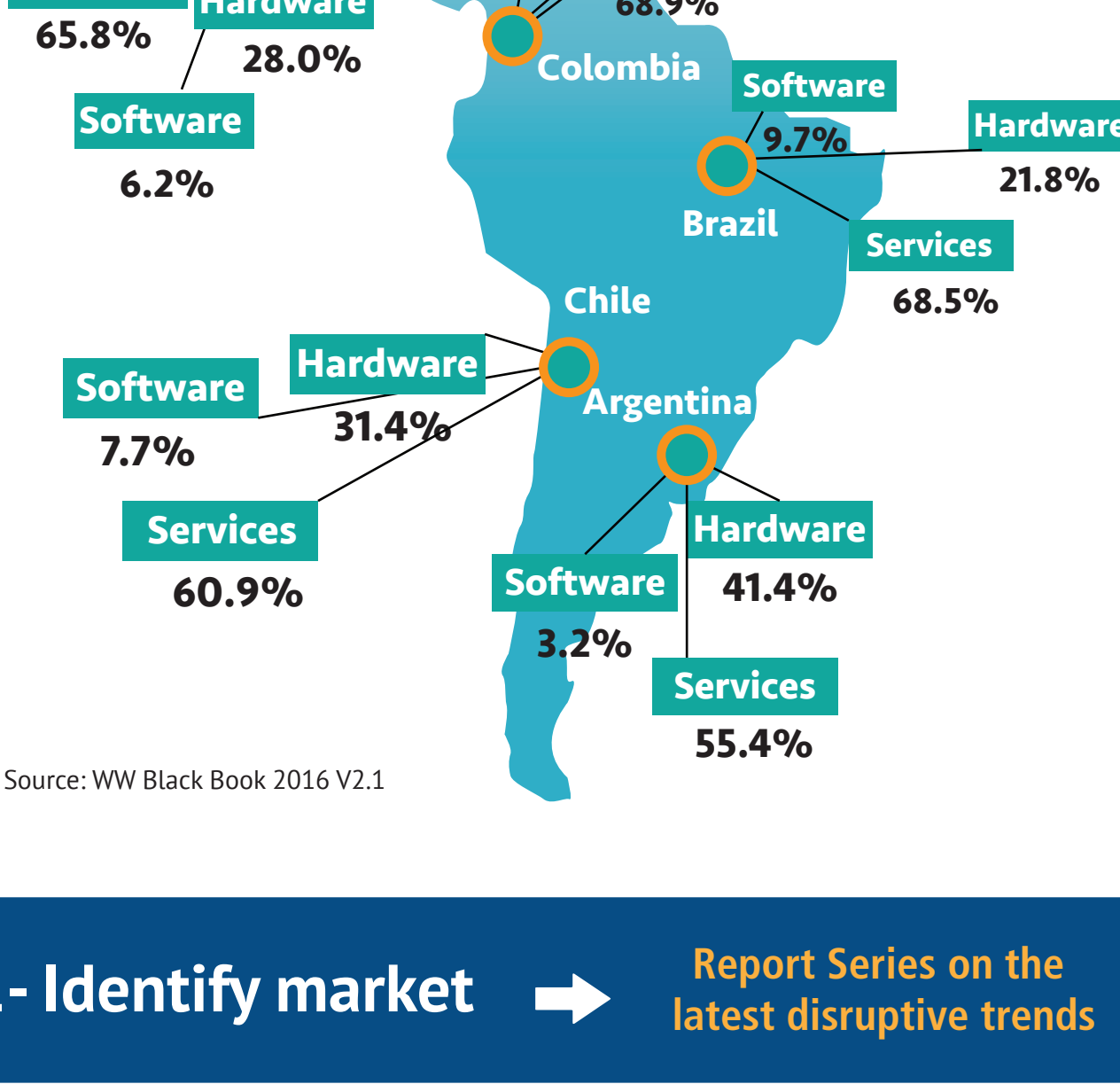


## 1- Identify market

ICT Opportunity in the market by country

Do you want to identify markets and know the answers to these questions?

- How do the growth rates of software spending compare between Mexico and Chile?
- How much is spent every year on hardware in Brazil?
- Is the IT services sector outpacing growth of the software sector in Argentina?



## 1- Identify market

Report Series on the latest disruptive trends

Do you want to Identify markets and know the answers to these questions?

- How can I ensure my company is staying on top of the latest trends in the region?
- How can I get summaries of market conditions in Latin America without having to do the numerical analysis myself?
- How can I get regular updates on hot topics every 60-90 days?

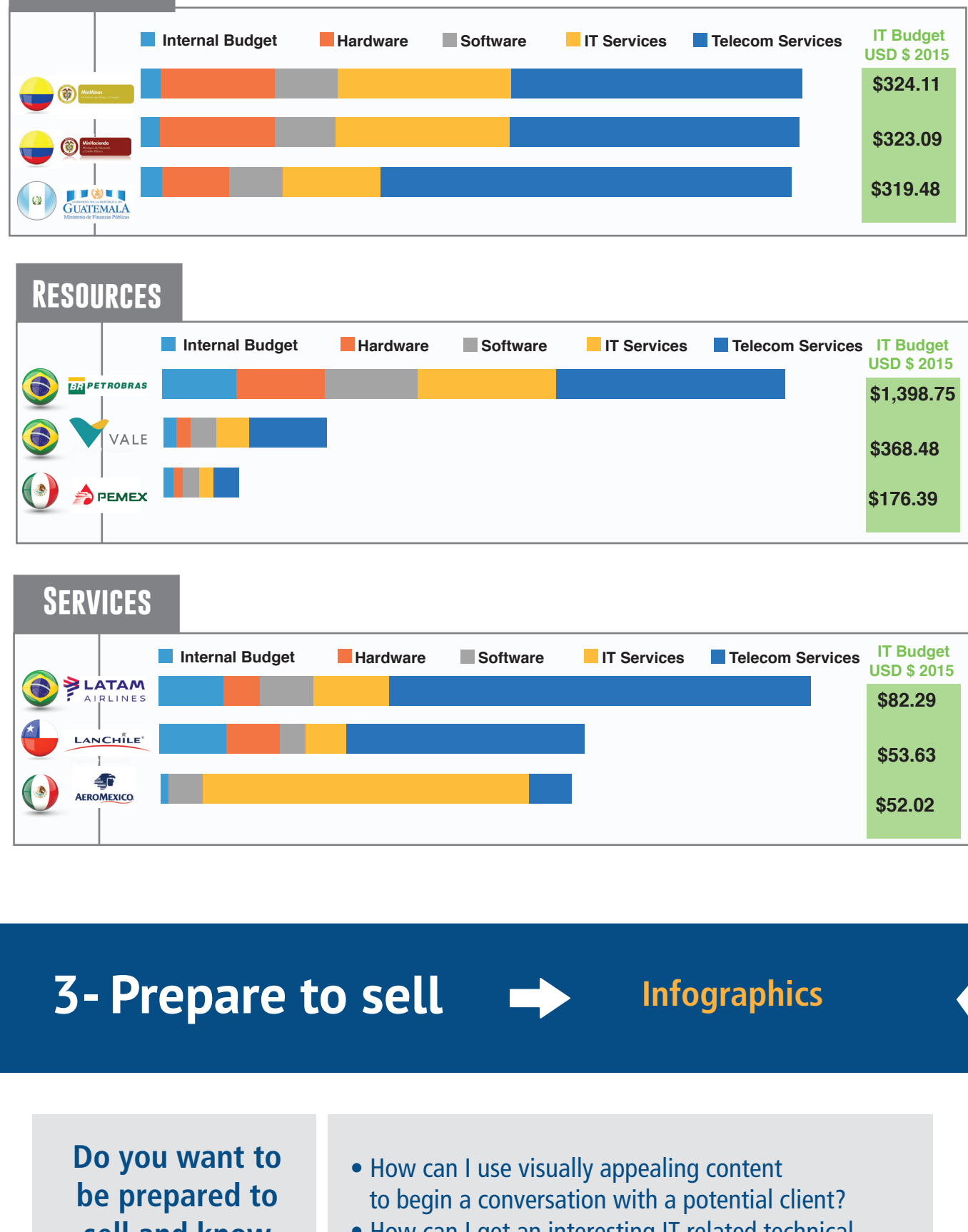


## 2- Assess situation

View of the market by industry, company and country

Do you want to Assess Situation and know the answers to these questions?

- Is my current sales coverage model aligned with the reality of the Latin American top companies?
- Should the targets for my company be higher for the finance or manufacturing sectors?
- How do different vertical markets spend their budgets on IT products and services?

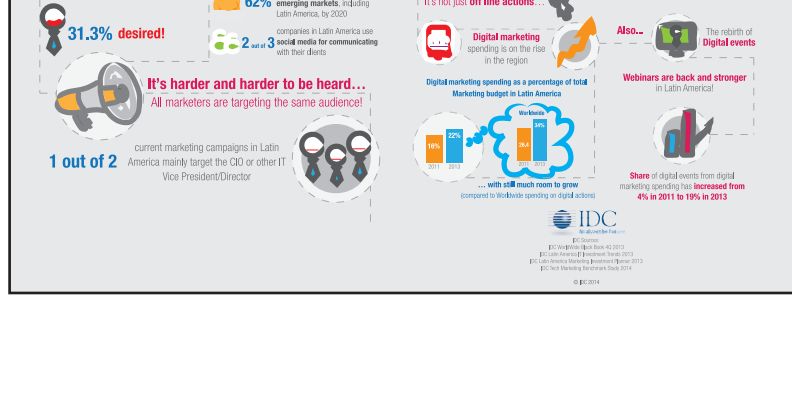


## 3- Prepare to sell

Infographics

Do you want to be prepared to sell and know the answers to these questions?

- How can I use visually appealing content to begin a conversation with a potential client?
- How can I get an interesting IT related technical message out to the public without boring them?
- How can I drive leads to my social media platforms?



## 4- Drive Revenue

Invaluable face time with targeted senior technologists and business decision makers

Do you want to drive revenues and know the answers to these questions?

- How can I create exceptional and valuable experiences with potential clients?
- How can I build dynamic and profitable business relationships?
- Does my message have the impact and scope that I need?

### IDC Industry Events



Thousand of senior ICT decision-makers + networking + key ICT issues = opportunity to expand your contact network and discover new leads.

### IDC Round Tables



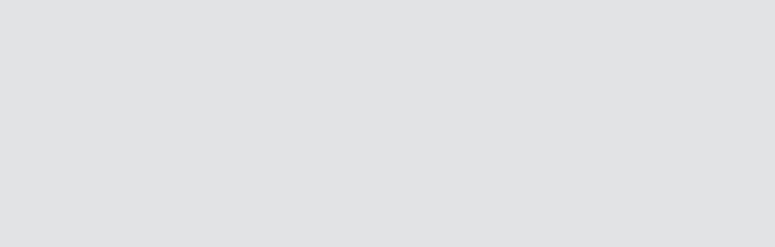
10 - 15 top IT decision makers + market-level discussions + IDC + your executives = deep networking and closer relations.

### IDC Webinars



Online Seminars + broad audience + multiple geographies + audio replay campaigns = increasing the ROI of the online event.

## IDC SOLUTIONS



If you want to have the answers to these questions and Identify Market, Assess Situation, Prepare to sell and Drive Revenues, please contact us at [vgarzon@idc.com](mailto:vgarzon@idc.com) and discover the solutions that IDC has prepared for you.

