

## How to keep you on the right path in the ICT Industry.



Assess

Identify

A proposal designed especially for you.

## Your View of the market by industry, Client



Do you want to

identify markets

Mexico

company, and country **Infographics** Invaluable face time with targeted senior technologists and business decision makers

**ICT Opportunity in the** 

market by country

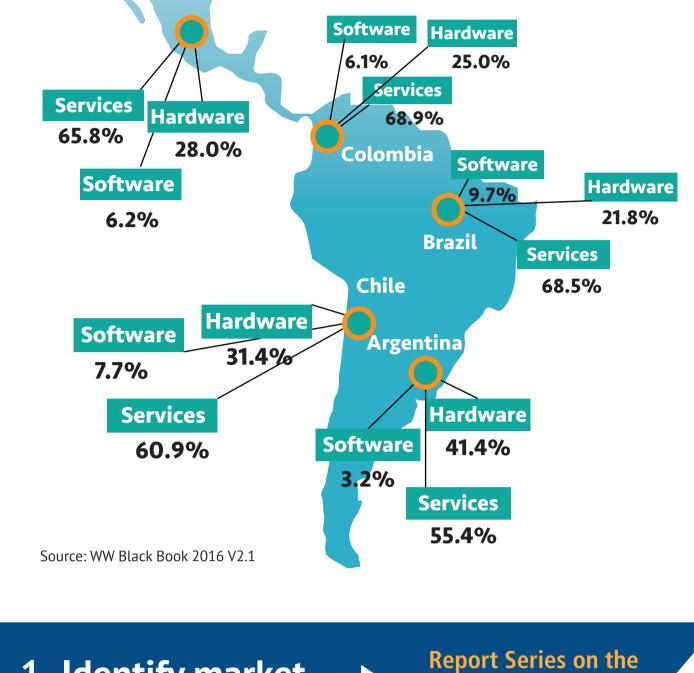
**Technology and geographies and Report** 

Series on the latest disruptive trends

• How much is spent every year on and know the hardware in Brazil? answers to • Is the IT services sector outpacing growth of the these questions? software sector in Argentina?

How do the growth rates of software

spending compare between Mexico and Chile?





For Whom?

Do you want to

**Assess Situation** 

and know

the answers to

these questions?

Internal Budget

Internal Budget

**COMMERCE** 

Pao de Açúcar

**FINANCE** 

**Bradesco** 

GUATEMALA

RESOURCES

ER PETROBRAS

PEMEX

Do you want to

be prepared to

sell and know

the answers to

these questions?

How to make the Digital Transformation a business opportunity.

WEEK'

1- Identify market

Do you want to

**Identify markets** 

and know

the answers to

these questions?



How can I ensure my company is staying on top of

How can I get summaries of market conditions in

Latin America without having to do the numerical

How can I get regular updates on hot topics every

the latest trends in the region?

the impact of the latest trends in the

Latin American ICT Market

analysis myself?

60-90 days?

latest disruptive trends

ICT vendors who are already involved in LA To get a first-hand look at **Report Series** or who are thinking of the lastest trends and the entering the region on the latest needs of the IT decision markers within the region disruptive trends Service Available

2-Assess situation industry, company and country

to allow you to accurately evaluate your opportunity in the region

Is my current sales coverage model aligned with the

reality of the Latin American top companies?

the finance or manufacturing sectors?

How do different vertical markets spend

their budgets on IT products and services?

Should the targets for my company be higher for

IT Services

View of the market by

Telecom Services

Telecom Services

**IT Budget USD \$ 2015** 

\$266.14

**IT Budget** 

**USD \$ 2015** \$3.924.52

\$2,062.45

\$1,772.44

\$324.11

\$323.09

\$319.48

**USD \$ 2015** 

\$1,398.75

\$368.48

\$176.39

IDC

■ Telecom Services IT Budget

\$168.52 Walmart > \$161.85

Software

Software

Hardware

Hardware

Hardware

**GOVERNMENT** Internal Budget

Internal Budget

**IT Budget** Software Hardware IT Services Telecom Services **USD \$ 2015** 

IT Services

IT Services

**SERVICES IT Budget** Hardware Internal Budget Software IT Services Telecom Services **USD \$ 2015** LATAM \$82.29 \$53.63 AEROMEXICO. \$52.02 3- Prepare to sell **Infographics** 

How can I use visually appealing content

demand-generation

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?

Software

Invaluable face time with targeted senior 4- Drive Revenue technologists and business decision makers Do you want to How can I create exceptional and valuable experiences with potential clients? drive revenues How can I build dynamic and profitable business and know relationships? the answers to Does my message have the impact and scope that these questions? I need? इर्डिइर्डिइर्डिइ IDC Industry Events --Thousand of senior ICT decision-makers

+ networking + key ICT issues =

opportunity to expand your contact

network and discover new leads.

10 - 15 top IT decision makers + market-level

discussions + IDC + your executives = deep

networking and closer relations.

**IDC Round Tables** 



**IDC SOLUTIONS** 

