

IDC Financial Insights: European Financial Services Industry Intelligence

IDC Financial Insights: European Financial Services Industry Intelligence will provide technology vendors with a perspective on the European financial services market, looking at industry subsegments, core processes, and technology categories. This service will provide actionable information to European marketers, sales leaders, product and channel managers, and market intelligence professionals, including detailed data on industry trends, purchase behavior, industry personas, and market size.

APPROACH

This advisory service offers a European view on the financial services industry and its subsegments, providing technology suppliers with actionable information on current and future technology purchase behavior through IDC's proprietary data and analysis.

The service enables subscribers to assess European market opportunities accurately and better understand their potential prospects by analyzing ICT buyers, both IT and line of business. Research from the service will provide insights into buyers' varying priorities, including process improvement drivers and their linkage with technology, while offering useful guidance on optimal sales communication and go-to-market initiatives for digital technology providers.

TOPICS ADDRESSED

Throughout the year, this service will address tech suppliers' needs in Europe, including:

- Evaluating the financial services technology market opportunity
 - Understanding financial services sector buyers and their priorities
 - Preparing a focused go-to-market approach
 - Refining regionally relevant sales communication
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KEY QUESTIONS ANSWERED

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

1. How much will financial services in Europe spend on ICT today and in the future?
 2. What are the key business drivers in Europe across key financial services processes?
 3. What technologies are financial services companies in Europe investing in today? What are the differences across financial services subindustries in Europe?
 4. What are the key business priorities for tech buyers in the European financial services sector, and how do these priorities influence their technology purchasing patterns? How can sales opportunities be mapped against those business issues?
 5. Who are the key personas to address in the financial services sector, and what are their key concerns?
 6. How can players have more relevant and timely conversations with key customers and prospects in this sector in Europe?
 7. How can suppliers stay on top of the issues that matter to financial services executives, as well as their challenges, roles, and issues?
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WHO SHOULD SUBSCRIBE

The service provides actionable industry insights and guidance to key IT vendor-decision makers operating in or planning to enter into the European financial services market:

- European marketers (field marketers and regional CMOs)
- European sales leaders and professionals
- European product managers (tech domain leads)
- European market intelligence and research
- European channel managers (alliances and distribution channels/partners)