

Worldwide Wallet

For many IT vendors, sales targets continue to rise while uncertainty in the markets endures. To achieve higher numbers, IT vendors need to be better informed and sell smarter. Selling smarter means having a more intimate understanding of buyers, including their unique business challenges and objectives and, in particular, better market analytics focused on their overall technology purchasing behavior and priorities. IDC's *Worldwide Wallet* service provides an analysis of the regional technology spending strategies and budgets for more than 175,000 of the world's largest companies. The research is crafted to arm organizations with more tactical data that enables more effective sales operations and marketing analytics, ultimately leading to a smarter selling strategy.

MARKETS AND TECHNOLOGIES COVERED

- Hardware
- Software
- IT services
- Business services
- Telecom services
- Infrastructure as a service (IaaS)
- Internal IT spending
- Customer spending trends and priorities within 28 industries
- Size of technology spending by company and by region
- Drivers impacting technology spending by company
- Company technology strategies and buying behavior
- Economic health of each company
- Events impacting technology spending by company

GEOGRAPHIC COVERAGE

- **9 regions:** The United States, Canada, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **53 geographies:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Poland, Portugal, PRC, the rest of Asia/Pacific, the rest of CEE, the rest of Latin America, the rest of the Middle East, the rest of Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Arab Emirates, the United Kingdom, the United States, and Vietnam

DATA DELIVERABLES

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

- 2025 V1 release
- 2025 V2 release

KEY QUESTIONS ANSWERED

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

1. Which companies are the largest spenders on technology products and services?
2. How does IT buying behavior differ by company?
3. How does the technology product mix differ by company?
4. How does company IT adoption differ by region?
5. How can vendors and suppliers best position and sell their products and services to different customer market segments?

COMPANIES ANALYZED

IDC's *Worldwide Wallet* research program arms IT vendors with an analysis of the estimated budgets and forecast spending by region for more than 175,000 of the world's largest enterprises. The research provided within this service allows vendors to understand the specific technology-buying behavior and strategies of their customers and partners, enabling more targeted sales and marketing plans for named accounts.