

# Worldwide IT Spending Guide: Line of Business

The *Worldwide IT Spending Guide: Line of Business* examines the line-of-business functional opportunity from a technology, industry, funding source, and geography perspective. This comprehensive database delivered via IDC's Customer Insights query tool allows the user to easily extract meaningful information about line-of-business technology investments by viewing data trends and relationships and making data comparisons.

## MARKETS AND TECHNOLOGIES COVERED

- **[11 technology markets:** Across hardware (IaaS, other infrastructure, and devices), software (applications, application development and deployment, and system infrastructure software), and services (business consulting, key horizontal BPO, managed services, project oriented, and support services)
- **6 sectors segmented into 14 industries and 27 industry details:** Banking, insurance, capital markets, healthcare payer, healthcare provider, life sciences, telecommunications, oil and gas, utilities, high tech and electronics, aerospace and defense, automotive, industrial and other manufacturing, chemicals, consumer goods, agriculture and fishing, mining, retail, software and information services, travel and transportation, hospitality and leisure, media and entertainment, engineering, construction and real estate, professional and personal services, education, federal/central government, and state/local government
- **12 functions:** Accounting/finance/billing, customer service, engineering, architecture and research, human resources, IT, legal, marketing, operations, sales, security and risk, and supply chain management
- **2 funding types:** Business funded and IT funded
- Additional segmentation (by company size and more detailed technologies) available on a custom basis

## GEOGRAPHIC COVERAGE

- **99 regions:** The United States, Canada, Latin America, Western Europe, Central and Eastern Europe, the Middle East and Africa, Japan, PRC, and Asia/Pacific excluding Japan and China
- **52 countries:** 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 and 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

This spending guide is delivered on a semiannual basis via a web-based interface for online querying and downloads. The following are the deliverables for this spending guide. For a complete release schedule, please contact an IDC sales representative:

- Annual five-year forecasts by country, technology, industry, business function, and funding source, delivered twice a year
- IDC's standard industry, business function, and technology taxonomy and methodology
- Subscription including inquiry time and query tool access

## KEY QUESTIONS ANSWERED

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

1. How big is the total worldwide IT opportunity across hardware, software, and services? How does it vary by country?
2. What share of IT spending is funded by line-of-business functions?
3. Which business functions, and in which industries, offer the largest opportunities for each technology?
4. Which functions are driving incremental IT spending? Which technologies are they investing in?
5. Which industries are growing the fastest? How does growth vary by company size?
6. Where should resources be focused to take advantage of the maximum market opportunity?