

## IDC TECH INVESTOR Independent Research Provider Profile

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For more than 46 years, IDC has assessed the IT industry to analyze vendors and products and interpret market trends to support investment decisions, strategic planning, business development, technology decision-making and marketing requirements. IDC gives you direct, actionable advice with insight gathered from a combination of rigorous primary research, in-depth analysis, and client interaction. IDC's global information network of over 1,000 analysts, with coverage in over 110 countries worldwide, gives you first hand insights into technology trends at a truly global level.

### RESEARCH TYPE

Fundamental and Primary Research

### APPROACH

Proprietary Independent Research

### SECTORS COVERED

- Technology
- Media
- Telecom

### IDC OFFERS

- Responsive and personalized service
- Most respected, frequently quoted source of global market intelligence
- Proven research methodology
- Extensive primary research
- More than 355,000 surveys conducted each year

### METHODOLOGY

A dedicated team of investment research analysts leverages IDC's unparalleled research capabilities and worldwide network of analysts to offer the IT industry's most comprehensive and innovative research program tailored to the investment management community. IDC's Tech Investor offering provides an independent, targeted, and customized research program designed to support the generation of investment ideas and facilitate effective investment decisions.

### PRODUCT OFFERINGS

- **Actionable Ideas** – Investment analysts conduct proprietary research and leverage current IDC proprietary research and analysis to offer differentiated and actionable research ideas in the form of brief alerts, notes, and longer research reports. Data from IDC's 200+ quarterly Tracker products, structured channel checks, and relevant research reports are used to provide a differentiated view of IT markets and companies.
- **Custom Research** – Embargoed and customized projects are delivered in a variety of forms including custom user surveys and data cuts. Clients receive full access to the IDC tracker databases which are used to create custom company models
- **Analyst Expertise** – Clients receive access to IDC's worldwide network of more than 1,000 industry analysts who can provide detailed discussion around industry trends and specific companies.
- **Access to the Channel**
- **Fundamental Research Database Access**

# IDC TECH INVESTOR

For more information please contact your Tradebook Sales Representative or email

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## KEY BENEFITS

- Identify technology winners and losers by utilizing customer testimonials
- Rationalize company and market expectations utilizing independent expertise
- Gain insight into competitive dynamics across key tech sectors
- More effectively model customer purchasing behavior through market surveys
- Leverage systematic and proprietary channel checks to improve visibility
- Perform custom analysis on pending technology IPOs
- Receive differentiated and directed custom market intelligence

## About Bloomberg Tradebook

Bloomberg Tradebook is Bloomberg's agency broker that partners with both the buy-side and sell-side to provide high-quality liquidity, market insight, and customized solutions based on innovative technologies. Founded in 1996, Bloomberg Tradebook offers its customer base trading solutions for equities, futures, options, and foreign exchange (FX) to actively manage complex trading strategies across more than 100 global exchanges.

Bloomberg Tradebook is available on the Bloomberg Professional service. For more information, go to [www.bloombergtradebook.com](http://www.bloombergtradebook.com).

## About Tradebook Research Services

In the same way that Bloomberg connects you to data of unmatched breadth and depth, Tradebook Research connects you to information that goes beyond consensus. Tradebook provides clients with numerous ways to find and implement smart trading ideas by providing direct access to independent research analysts and commission management services.

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