IDC MarketScape

IDC MarketScape: Worldwide Smart Insurance Producer Management Applications 2024 Vendor Assessment
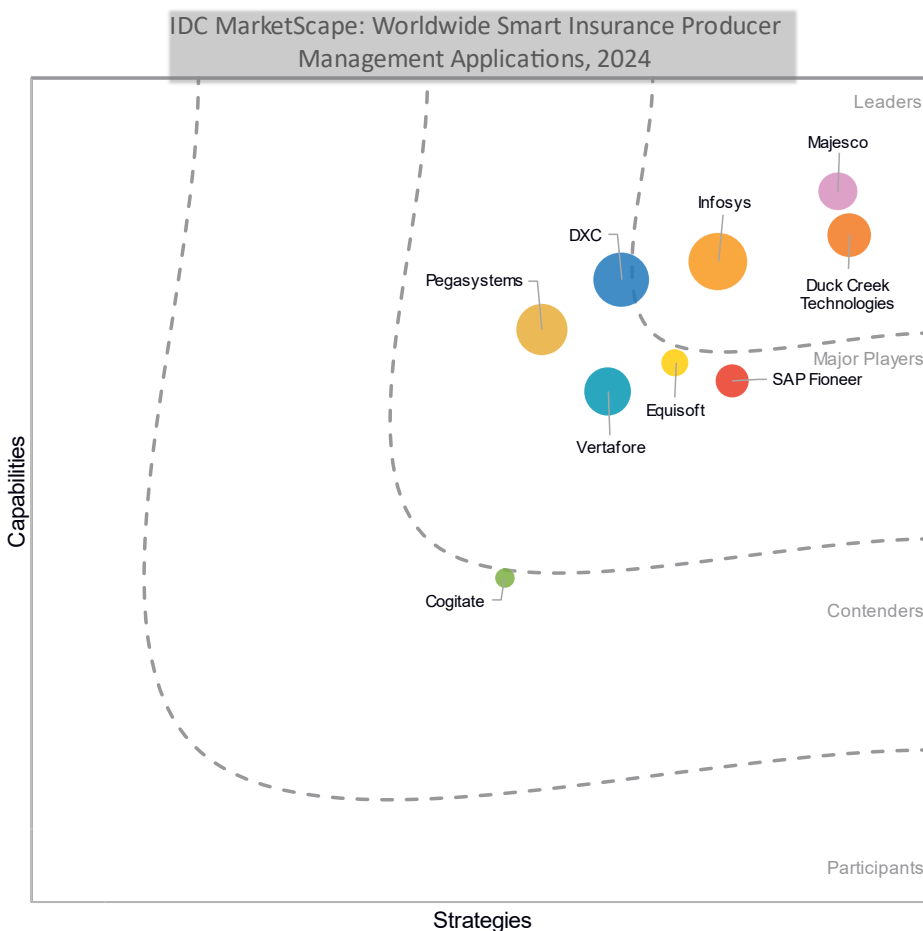
Davide Palanza

THIS IDC MARKETSCAPE EXCERPT FEATURES MAJESCO AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape: Worldwide Smart Insurance Producer Management Applications Vendor Assessment

Source: IDC, 2024

Please see the Appendix for detailed methodology, market definition and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Embedded Payment Applications 2024–2025 Vendor Assessment (Doc # US51793524).

IDC OPINION

Despite the rise of direct-to-consumer platforms, embedded insurance solutions, and digital retail marketplaces, insurance agents and brokers — commonly referred to as *producers* — remain vital to the industry in 2024. Despite industry media coverage, IDC research shows that producers continue to play a crucial role in driving global premium inflows. While technology has made insurance more accessible, the human touch these professionals provide helps clarify insurance products and ensures that customers' unique needs are met. Producers' importance lies specifically in their ability to build trust and offer customization, making the insurance-buying experience smoother and more secure. This trusted advisor role helps customers feel reassured, while also increasing loyalty toward insurers who offer both digital and personal touchpoints. According to IDC research, the importance of producers varies based on consumers' demographic factors (e.g., age, education, and wealth), as well as the type of insurance product. Producer involvement is especially critical for less standardized risk-transfer and savings products, such as specialty and commercial property and casualty (P&C) insurance and life and annuity (L&A) products. These products often have higher capital requirements, longer durations, and increased complexity, making producer guidance essential.

However, producers are not exempt from service delivery challenges, particularly as insurance carriers strive to offer seamless omnichannel purchasing experiences. Many producers lack the necessary tools to uphold carriers' promises of consistent omnichannel engagement effectively. According to recent IDC research, carriers' main challenge when working with an increasing number of producers is ensuring smooth communication and collaboration across various business units (e.g., underwriting, policy and billing, IT, and claims) that must interact with producers at different stages of their life cycle. This issue is further compounded by the challenges of maintaining brand consistency while generating new leads through producers' networks, navigating complex industry distribution regulations, and protecting client data.

As carriers work with a more diverse range of producers, managing these challenges highlights the fact that insurers are ill-equipped to fully unlock the value of these

relationships, as they rely primarily on fragmented data and outdated systems. This makes the modernization of producer relationship management tools an all-time high industry priority. According to IDC's *Financial Insights Survey 2023*, 68% of global insurers are prioritizing investments in digital sales tools for agent and broker portals, as well as smart intermediary management systems. This figure rises to 71% for L&A insurers and 66% for P&C insurers. Due to this urgency, IDC anticipates that most insurers will avoid modernizing homegrown solutions and instead focus on quickly acquiring capabilities through purpose-built digital solutions. These tools are designed to empower agents and brokers, streamlining collaboration across the producer management life cycle, including onboarding, training, commission management, and performance tracking. By investing in such systems, insurers can strengthen their relationships with producers, improve service delivery, and create a more integrated and efficient insurance ecosystem. Ultimately, these advancements enhance operational efficiency and improve overall customer experience in the insurance industry.

This IDC MarketScape assesses IT vendors that provide purpose-built, stand-alone solutions for producer management applications to help both P&C and L&A global insurers effectively navigate the evolving landscape of smart insurance producer management applications and quickly unlock the organic growth opportunities these channels represent. The adoption of such solutions will enable insurers to strengthen their relationships with producers through the following value vectors:

- **Streamlined producer onboarding and compliance management:** Insurers should prioritize automating the onboarding process for agents and agencies. This includes integration with third-party services like the National Insurance Producer Registry (NIPR) for real-time licensing and credential verification. A streamlined onboarding process ensures producers can start selling products quickly while remaining compliant with state and federal regulations. This approach reduces administrative burdens and mitigates the risks associated with non-compliance.

- **Flexible compensation and incentive structures:** To motivate and retain top-performing producers, insurers must adopt systems that offer flexible and transparent compensation management. By automating complex commission structures across multiple products and hierarchies, these systems can provide accurate, consolidated statements that reduce disputes and promote agent satisfaction. This initiative is crucial for fostering long-term loyalty and encouraging the sale of profitable products.

- **Holistic performance and relationship management:** Implementing advanced analytics and reporting tools within distribution management systems gives insurers a comprehensive view of their sales channels. This includes tracking agent performance, identifying trends, and recognizing areas for improvement. With these insights, carriers can offer targeted support to struggling agents while strengthening relationships with top performers, ensuring continuous growth and alignment with business goals.

- **Integrated producer portals for self-service:** Providing producers with modern, user-friendly portals is essential for improving their experience and efficiency. These portals should offer easy access to compensation dashboards, performance reports, commission statements, authorized products, and training resources. By enabling self-service, insurers can reduce the need for constant support, empowering agents to manage their own business activities more effectively.

- **Always-on data security and compliance:** As insurers' reliance on digital solutions increases, the attack surface widens, making data security and compliance paramount. Insurers must adopt systems offering robust security features, including encryption, access controls, and regular audits to protect sensitive information. These measures help keep data confidential and secure from unauthorized access or breaches.

This IDC MarketScape also provides insurers with valuable insights into IT vendor offerings, empowering them to make informed decisions and adapt to industry changes by embracing modern tools and approaches. The report serves as an authoritative guide that facilitates collaboration and knowledge sharing as insurers navigate the wave of digital transformation in the insurance sector.

Based on this research, IDC has identified the following key considerations regarding the market under assessment:

- **Industry-specific expertise:** Guiding solutions are specifically designed for the insurance sector, incorporating features such as automated producer onboarding, dynamic persona-based journeys (e.g., field managers and commission specialists), and adaptable compensation engines. Key emerging capabilities, such as just-in-time appointments and partnerships with essential industry data providers (e.g., NIPR and the Life Insurance Marketing and Research Association [LIMRA]) or continuous education services (e.g., RegEd and Success CE), emphasize the need for vendors to have a deep understanding of the insurance industry's unique dynamics to meet client needs effectively.

- **Global and regional support:** Robust producer management applications excel at delivering both global presence and localized support, allowing them to address diverse markets effectively. They offer insights into specific market structures, risk exposure trends, regulations, and consumers' insurance literacy and risk awareness. Solutions that provide multi-lingual support and maintain a strong local presence reflect a commitment to customer success on a global scale, thereby enhancing user satisfaction and operational efficiency across regions.

- **Real-time data and alert notifications**: Top-tier solutions emphasize real-time analytics and reporting and are equipped with advanced out-of-the-box performance dashboards and proactive notifications. This functionality enables insurers to make informed, data-driven decisions, helping them

maintain a competitive edge in a rapidly evolving market. Seamless integration through APIs and pre-built connectors is essential for consolidating fragmented data and enhancing operational efficiency. This capability is currently a focal point of discussion, particularly with the opportunities presented by generative AI technology to simplify notification processes by leveraging AI content access and transformation capabilities.

- **Advanced automation and document generation:** Top platforms showcase extensive automation capabilities, enabling the automated creation of essential documents (e.g., contracts and reports). Comprehensive regulatory compliance monitoring enhances these offerings. Access to predefined document templates and authoring tools simplifies processes, allowing insurers to streamline operations, reduce errors, and ensure compliance with regulatory standards.

- **Payment accuracy and reconciliation**: Effective producer management solutions integrate automated payment reconciliation with gateways to ensure accuracy in commission payments. These systems minimize discrepancies and errors, streamlining financial operations. By fostering trust and transparency, they enable timely and precise compensation, enhancing relationships between insurers and producers.

- **User experience and accessibility**: The focus on user experience is paramount, with successful applications offering intuitive self-service portals and mobile applications. By prioritizing user-friendly interfaces and native mobile access, these platforms allow producers to navigate efficiently, boosting productivity and satisfaction regardless of location or device. IDC research demonstrates that producers are increasingly opting for digital handheld devices for sales enablement, real-time client information access, front-end interactions, and remote client education and support.

- **No-code/low-code customization:** Prominent producer management applications utilize no-code/low-code tools, empowering business users — often referred to as "citizen developers" — to tailor workflows, forms, and business rules independently. This flexibility allows organizations to customize the platform to their specific needs without significant IT involvement, facilitating innovation and improving responsiveness to market changes.

- **Security and compliance:** In an increasingly complex regulatory environment, strong data security, privacy, and compliance measures are essential. Vendors that implement rigorous security practices — such as data encryption, role-based access control, and continuous updates on regulatory changes — position themselves as leaders, ensuring customer data is protected and compliant with industry standards. Furthermore, as producers increasingly seek the ability to conduct business on the go, ensuring secure access to intranet data and applications becomes critically important.

- **Flexible and scalable architecture**: The use of low-code development platforms and microservices architecture is a key differentiator among top solutions. This design approach allows for enhanced flexibility and scalability, enabling rapid deployment of new features that align with the dynamic needs of insurance companies and allowing them to adapt quickly to market demands.

- **Customer satisfaction and community engagement**: High levels of customer satisfaction are critical, as reflected in evaluations of implementation quality and relationship management. Vendors that actively cultivate user communities and customer councils enhance customer experience while driving product innovation by integrating user feedback into their development strategies, resulting in more relevant and effective solutions.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

For this IDC MarketScape, IDC Financial Insights will feature vendors with solution offerings tailored to the P&C and L&A insurance sectors. To be considered for this report, vendors should meet the following criteria:

- The smart producer management application should have either a standalone or modular design, so that it can be deployed by itself and not only as part of a product bundle (e.g., policy administration software or customer relationship management systems). As such, the solution should be easy to integrate with legacy systems, solutions from other ISVs, and external service providers (e.g., ecosystem data).

- The solution needs to be commercial off-the-shelf software. It should be a highly scalable solution using the latest technology, with little or no customization required to be suitable for life and non-life insurance distribution activities (from onboarding and compliance to compensation and relationship management).

- For the vendor to be included, it needs to demonstrate that it offers purpose-built software solutions integrating at least seven of the following ten modern producer management functionalities:
  - Automated producer onboarding
  - Dynamic relationship management
  - Flexible compensation engine
  - Advanced performance analytics and reporting tools
  - Self-service portals and mobile applications
  - Automated documentation generation
  - Embedded payments and reconciliations
  - Regulatory compliance monitoring and multi-jurisdiction support

- Data integration and fragmentation management
- Low-code and microservices architecture
- Given major advances in technology, solutions that have not received major functional upgrades or redesign cycles since 2017 will be excluded. Solutions should be built using modern design architectures (e.g., microservices, cloud-enabled, modular, or APIs).
- Vendors must be present in at least one world region (Europe, the Middle East, and Africa [EMEA], North America, Latin America, Asia/Pacific [APAC]), with plans to expand into another region.

ADVICE FOR TECHNOLOGY BUYERS

IDC strongly advises global P&C and L&A insurance organizations to invest strategically in smart producer management applications. These investments are essential for enhancing operational efficiency, streamlining workflows, and driving overall business growth. Leveraging advanced technologies such as AI, data analytics, and automation can significantly improve producer onboarding, relationship management, and performance tracking, ensuring a competitive edge in an evolving insurance landscape.

IDC has the following recommendations for tech buyers exploring smart insurance producer management applications:

- **Evaluate industry-specific features:** Seek solutions that include features specifically tailored to the insurance sector, such as automated producer onboarding processes, real-time compliance tracking tools, and dynamic commission calculation engines. Assess the vendor's specialization — whether it focuses on producer management or offers a broader suite of insurance solutions — to ensure alignment with your organization's specific operational requirements.
- **Prioritize integration capabilities:** Ensure the platform can integrate seamlessly with your existing core systems, such as customer relationship management (CRM), claims and billing, and policy administration platforms, through open APIs or pre-built connectors. This capability is crucial for consolidating data from multiple sources, enhancing workflow efficiency, and providing comprehensive insights for decision-making.
- **Assess customization flexibility:** Look for applications that provide no-code/low-code customization tools that empower business users to create or modify workflows, forms, and business rules independently. This flexibility allows for rapid adaptation to business process changes without requiring extensive IT resources, which enables organizations to respond swiftly to market demands.
- **Focus on user experience:** Evaluate the application's user interface for intuitiveness and accessibility, ensuring it supports easy navigation and

usability on various devices. Check for features such customizable dashboards, self-service portals, and mobile applications that enhance productivity and improve user satisfaction among producers.

- **Examine security and compliance features:** Prioritize platforms with robust data security protocols, including end-to-end encryption, multi-factor authentication, and role-based access controls. Additionally, verify that the solution has built-in compliance features that facilitate adherence to specific regulatory requirements in your region or market segment.

- **Consider global support and resources:** If your organization operates in multiple regions, choose solutions that offer multi-lingual support and a local presence to address regional market needs effectively. A vendor with a strong global support infrastructure can ensure timely assistance and enhance overall customer experience.

- **Analyze reporting and analytics capabilities:** Look for applications that offer real-time reporting and advanced analytics tools, such as customizable performance dashboards and automated alerts for key metrics. These features will enable insurers to make informed decisions based on timely insights and identify areas for operational improvement.

- **Review implementation timelines and support:** Request detailed information on the implementation timeline and ongoing support services provided by the vendor. Ensure that the onboarding process is efficient and that responsive customer support is available should any issues arise during or after deployment.

- **Investigate vendor reputation and community engagement:** Conduct thorough research on the vendor's history, client testimonials, and case studies. Engaging with user communities, attending vendor-hosted webinars, or participating in advisory councils can provide valuable insights into the vendor's commitment to product innovation and customer satisfaction.

- **Examine total cost of ownership:** Analyze the complete financial implications of adopting the application, including initial licensing costs, ongoing maintenance fees, and potential savings from improved efficiencies. This analysis should also include any hidden costs associated with training, support, or system integration.

- **Ensure alignment with future roadmaps:** Investigate the vendor's product roadmap to ensure it aligns with your organization's long-term objectives. Look for evidence that the vendor plans to integrate emerging technologies (e.g., AI and machine learning) and that it is responsive to evolving industry trends and customer needs.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in vendors' positions in the IDC MarketScape. While every vendor is evaluated against each of the criteria

outlined in the Appendix, the description here provides a summary of each vendor's strengths and opportunities. The vendors are listed in alphabetical order.

Majesco

Majesco is positioned in the Leaders category of this 2024 IDC MarketScape for worldwide smart insurance producer management application.

Majesco, founded in 1982 and headquartered in Morristown, New Jersey, is a provider of innovative technology solutions for the property and casualty and life and annuity insurance sectors. With a team of 2,000 employees, Majesco supports over 350 global clients through its advanced SaaS platforms, specializing in core systems, data analytics, and digital ecosystems. The company is committed to empathy-driven service and has achieved over 1,000 successful implementations, empowering insurers to navigate digital transformation and enhance their operational efficiency. Majesco's platform primarily serves clients in the U.S., Canada, Mexico, and the U.K., ensuring compliance and integration with relevant regulatory bodies in these regions. The company enhances its market reach through strategic partnerships with Capgemini, Deloitte, PwC, IBM, and others. Majesco's cloud-native solutions, hosted on Microsoft Azure, are supported by a dedicated network of over 1,500 trained system integrators (SIs). With a strong focus on data integrity, Majesco implements multiple validation levels to maintain data quality and ensure seamless integration across systems.

The product under assessment is Majesco Distribution Management, which offers a robust suite of capabilities tailored to optimize the producer life cycle and enhance operational efficiency for insurers. The implementation of the complete distribution management suite — encompassing onboarding, agent management, and compensation — follows the Safe Agile methodology and typically requires an average time-to-market of 6–8 months. The platform supports various onboarding methods, including a self-service portal, bulk uploads, and API integration, ensuring compliance with essential regulatory requirements such as real-time license verifications through NIPR. The platform incorporates event-based communication to provide timely updates on appointments, goals, and compliance statuses. Additionally, a robust compensation module allows insurers to configure complex commission structures, bonuses, and performance metrics based on customizable attributes (e.g., producer type, product, or state). The system's advanced data lakehouse and business intelligence capabilities empower carriers to derive actionable insights from producer performance and transactional data, facilitating data-driven strategic decisions.

Majesco Distribution Management utilizes a microservices-based architecture, built on a Java/J2EE stack, to enhance flexibility, scalability, and performance. The platform supports cloud-native container deployment, enabling seamless scalability and integration via out-of-the-box APIs using standard SOAP/XML/JSON services. Key upcoming features include embedded analytics for producer-specific contextual

data, graphical hierarchy management for better data visualization, and integration with Majesco Copilot to simplify commission schedule management.

Strengths

- **Customer-centric approach and industry expertise:** Majesco drives product innovation in the P&C and L&A insurance sectors by utilizing structured feedback loops and engaging with advisory boards, customers, and specialists, establishing itself as a trusted advisor in addressing industry challenges.

- **Pioneering product roadmap and AI integration:** Majesco's product roadmap aims to incorporate AI seamlessly across all interfaces. Upcoming embedded analytics will improve user interaction by providing contextual insights and personalized recommendations for enhanced engagement with the offered solutions.

- **Strong focus on total cost of ownership:** Majesco offers a subscription-based, cloud-hosted platform that reduces onboarding costs and enhances scalability. Features such as one-click upgrades and multi-country packs streamline user experience and operational efficiency in diverse environments.

- **Real-time data accessibility and reporting performance:** The system replicates core transactional data every 15 minutes for timely reporting through customizable views. With embedded Power BI, users gain direct access to analytics, enhancing decision-making capabilities and insights.

Challenges

- **Global expansion and partner network:** Majesco's limited presence outside North America is offset by partnerships with global SI firms such as PwC. Expanding regional capabilities and indirect partner networks will further enhance global reach and solution adoption.

- **User training and documentation:** While user experience is largely available out of the box, optional customization may be required. This would require some training and lead time for users to fully understand. The product portal offers extensive documentation and user guides to facilitate this process.

- **Implementation and delivery consistency:** While there may be some variation in delivery across partners and system integrators, ensuring consistent standards through thorough vetting and alignment with best practices will help improve delivery outcomes and enhance customer satisfaction.

Consider Majesco Technology Solutions When

Consider Majesco when seeking a customer-centric platform in the P&C and L&A insurance sectors. Its innovative solutions and AI integration enhance operational

efficiency, but also evaluate its global support and partner network to ensure comprehensive service and solution adoption.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is with customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. In this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis or strategies axis indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represent the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants and end users. Market weightings are based on user interviews, buyer surveys and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior and capability.

The adopted IDC methodology is well-structured and looks at multiple dimensions to evaluate all the involved players quantitatively and qualitatively to define the vendor position in the IDC MarketScape. This is an intensive exercise that entails several steps, including desk research, defining a comprehensive request for information for the vendors, in-depth interviews and demos with vendors, and interviews with vendors' customers. This methodology enables IDC to combine all

information and complement it with customers' experiences and perceptions; thus, an IDC MarketScape incorporates multiple perspectives that contribute to the final evaluation, which is based on a standardized set of parameters.

This IDC MarketScape on worldwide smart insurance producer management applications provides a comprehensive evaluation of the solutions offered by vendors in 2024 to enhance insurance producer management operations. It is important to note that some of the information used in this assessment, particularly regarding future strategies, is not publicly available. IDC values the trust of participants who provided confidential details, allowing for an in-depth analysis supported by customer references. As the technology landscape for insurance distribution evolves rapidly, readers are encouraged to stay informed about upcoming market developments and significant announcements anticipated in the near future.

IDC expresses its appreciation to all participants for their dedication to this assessment, including Majesco Technology Solutions, Duck Creek Technology Solutions, DXC Technology, SAP Fioneer, Infosys, and Equisoft. Although Pega Systems, Cogitate, and Vertafore opted not to participate actively, they are included in this report due to their significance within the scope of the application under assessment. Their evaluations are derived from publicly available information, customer feedback, and IDC's prior knowledge of their solutions.

Market Definition

In the rapidly evolving insurance landscape, the management of insurance producers represents a crucial aspect of the distribution process. Traditional methods of managing producer relationships have often been cumbersome and disjointed, characterized by fragmented systems, manual processes, and significant administrative overhead. These outdated approaches can lead to inefficiencies, errors, and difficulties in maintaining compliance with increasingly complex regulatory requirements.

The emergence of smart producer management applications marks a significant advancement in addressing these challenges. According to IDC, a smart producer management application is a purpose-built stand-alone platform designed to serve as a comprehensive one-stop solution for insurance carriers and producers. This innovative technology facilitates a more streamlined and integrated approach to managing the multifaceted aspects of insurance distribution, including producer onboarding, training, commission management, and performance tracking. These platforms' key features include automated producer onboarding to streamline integration, dynamic relationship management to improve communication, and a flexible compensation engine for accurate payment calculations. They also offer advanced performance analytics and reporting tools, self-service portals and mobile applications for producer empowerment, automated documentation generation to reduce administrative burden, and embedded payments and reconciliations for

financial accuracy. Additionally, these solutions ensure regulatory compliance with multi-jurisdiction support and address data integration and fragmentation issues using a low-code and microservices architecture to enhance flexibility and scalability.

LEARN MORE

Related Research

- *IDC's Worldwide Digital Transformation Use Case Taxonomy, 2024: Insurance* (IDC #US51439724, August 2024)
- *Generative AI Use Case Taxonomy, 2024: The Insurance Industry* (IDC #US49909923, July 2024)
- *Insurance Industry Outlook Series: Unveiling L&A Insurance Business Priorities and Trends in the Insurance Sector According to IDC's Financial Insights Survey* (IDC #US51438624, March 2024)
- *Insurance Industry Outlook Series: Unveiling P&C Insurance Business Priorities and Trends in the Insurance Sector According to IDC's Financial Insights Survey* (IDC #US51438524, March 2024)
- *Industry Personas Handbook: Worldwide Insurance 2023/2024* (IDC #US49870323, December 2023)
- *IDC MarketScape: Worldwide P&C Intelligent Underwriting Workbench Applications 2023 Vendor Assessment* (IDC #EUR151182723, September 2023)

Synopsis

This IDC MarketScape examines smart producer management applications, which have become increasingly vital as insurers navigate the challenges of an extended recession and a hard market. In this environment, insurers are strategically investing in technology to drive organic growth, particularly for more complex insurance products. Despite the rise of digital channels, agents and brokers remain the primary distribution channels for these products. However, a seamless and efficient experience for agents and brokers is crucial for insurers to leverage these relationships successfully.

Smart producer management applications offer insurers the necessary tools to expand and enhance their relationships with agents and brokers, enabling them to navigate key processes such as onboarding, relationship management, and commission management effortlessly. By investing in these advanced solutions, insurers can streamline the producer life cycle, reduce administrative burdens, and foster stronger, more productive partnerships. This not only enhances the ease of doing business with the carrier but also positions insurers to capitalize on growth opportunities in a challenging market.

"In today's challenging economic landscape, where achieving organic growth feels like a race against time, the significance of investing in smart producer management

applications cannot be overstated. Insurers must focus on creating seamless digital interactions not only for end consumers but also for business partners such as agents and brokers, who are essential in distributing less standardized risk-transfer and savings products. By streamlining the onboarding process, optimizing relationship management, and ensuring accuracy in commission payments, insurers can enhance engagement with these critical channels, improve operational efficiency, and ultimately drive sustained growth in a demanding market environment." — Research Manager Davide Palanza, IDC Financial Insights

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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