



## Strategic Consulting and Custom Research Services for Government

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As a leader in government, you face constant pressure to:

- Provide responsive and effective services to citizens
- Understand government trends and emerging technologies that support these trends
- Improve your business processes and align your technology investments to those processes
- Define and implement technology requirements and programs
- Make sound, justifiable technology acquisition decisions

To perform these functions, you need fact-based research from experienced industry analysts. Look to Government Insights to support your technology information and research needs.

Government Insights, one of IDC's Industry Insights companies, combines comprehensive information technology market knowledge and data with in-depth government technology experience. We deliver critical research services to government customers and commercial service providers based on our ability to combine technology analysis and research with in-depth experience in the government market segment. Our experts know how to develop affordable, thorough, and detailed research and deliver it quickly. Our analysts also draw upon the extensive global resources of IDC to develop and execute sophisticated primary research surveys, build analysis models, and tap into technology market expertise in more than 90 countries.

### Products and Services

Custom research entails projects and products tailored to your specific objectives. It often involves primary research. Government Insights analysts work collaboratively with you to achieve alignment between business and IT functions, perform surveys and primary research around a specific issue or initiative, or define IT requirements for new solutions. Tap into these Government Insights products and services to improve your business and IT operations.

### Acquisition Management

Acquisition Management supports a broad range of acquisition activities:

- Developing acquisition and/or outsourcing strategy and requirements
- Identifying potential technology options and service providers
- Drafting scopes of work, metrics, and measurement/evaluation methods
- Reviewing proposal content

### Custom Research Projects

These projects focus on issues of significant agency or stakeholder interest:

- Collaborating with customers to design surveys based on project objectives
- Developing survey questions and administering the survey to the target audience
- Compiling and analyzing survey response data
- Writing briefings or reports and recommending next steps

## Strategic Planning and Executive Support

These projects include:

- Providing objective information and recommendations to government executives on a broad range of technology and business topics
- Helping executives keep abreast of pertinent technology and business issues and developments
- Assisting in developing and/or presenting briefings to senior government audiences

## Contact Us

Call us today to find out how we can put our industry and business expertise to work for your organization. Contact us at 703-485-8300 or at [info@government-insights.com](mailto:info@government-insights.com).

Government Insights, an IDC company, provides government organizations and the IT vendors that serve them with research-based advisory and consulting services that enable government executives to maximize the value of their technology investments, minimize technology risk through accurate planning, benchmark themselves against industry peers, adopt industry best practices for organizational/technology alignment, make more informed technology decisions, and drive technology-enabled performance and innovation. Government Insights provides full coverage of the government value chain, with special emphasis on developing and employing strategies that leverage IT investments to maximize organizational performance. Staffed by senior analysts with significant technology experience in government, Government Insights provides a portfolio of research and advisory services that are relevant to the needs of the government and IT vendor communities. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company.

For more information, please visit [www.government-insights.com](http://www.government-insights.com), email us at [info@government-insights.com](mailto:info@government-insights.com), or call 703-485-8300.

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