



Strategic Consulting and Custom Research Services for Technology Providers in Government

Government decision makers – in the United States and worldwide – face constant pressure to understand and improve business processes, align their IT investments with these processes, and to define and implement technology to support mission needs. Government technology leaders rely on fact-based research subscription and advisory services, combined with custom research services from experienced industry analysts, to make effective business decisions. As an IT vendor, service provider, or system integrator, you must understand the challenges facing your government customers so that you can build effective vertical market strategies to partner with them.

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 you and your government customers based on our ability to combine technology analysis and research with extensive experience in the government market segment. Our analysts know how to develop affordable, thorough, and detailed research and deliver it quickly. Our experts 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 offers projects tailored to your specific objectives and often involves primary research. Government Insights expert analysts work collaboratively with you to assess market opportunities, train your sales force, and provide go-to-market services. Tap into these Government Insights products and services to build effective vertical market strategies.

Market Opportunity Assessments

Our market opportunity assessments allows for a detailed qualitative and quantitative understanding of future IT investments in the government market. The research will allow you to:

- Assess the size, growth, and segmentation of the government markets for specific technology solutions within the hardware, software, and services sub-segments of the market
- Evaluate government market trends and dynamics, buyer behaviors, and potential partners
- Estimate demand for new products and services, such as secure communications, data center virtualization, and identity management

Project examples include:

- Market sizing and forecast of the U.S. government technology market for several specific hardware components
- Analyzing the per-Agency spending on hardware and software relative to overall technology spending for the U.S. government market

Sales Force Training

Our sales force training will provide your resources with the background and insight they need to establish credibility on the challenging government industry. Our field guides will enable you to:

- Develop focused sales training materials
- Translate survey data and studies into realistic profiles of target customers

Project examples include:

- Creating sales briefings for the Education segment of the U.S. government market, including market overview, trends, major players, and spending patterns
- Developing sales messaging to be used in published advertisements and at trade shows

Go-to-Market Services

These services leverage relevant research content and custom services for your marketing initiatives and programs. Go-to-Market projects can be licensed to post on websites or to use for reprints. Use these services to:

- Create customized white papers that target technology purchasers and influencers within government organizations
- Sponsor opportunities at highly regarded industry events

Project examples include:

- White paper: *Information Sharing: Paving the Road to Transformation*
- White paper: *Federal Enterprise Architecture: A New Perspective on Infrastructure Optimization*

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.

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, email us at info@government-insights.com, or call 703-485-8300.

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