



ENTERPRISE TECHNOLOGY ADVISORY SERVICE

Evaluate and select the right strategy, technology, and partner for embedding innovation in your business.



An advisory service with data, analysis, insights, and tools that enables you to



Develop digital innovation strategy

- Understand adoptions, disruptions, and use cases for transformative technologies
- Get qualitative and quantitative research reports to help identify the right technology for your business



Set IT budgets and investment priorities

- Compare your IT investment profiles, spending, and staffing budgets vs. enterprises with similar revenues, employee numbers, industry affiliation, and geographic presence



Select the right partner

- Select the best technology vendor for your business with our robust portfolio of vendor assessments that combine expert insights on product capability with real-world customer feedback



Decide for your business

- Connect with more than 400 analysts, through our Ask an Analyst program, to explore your unique questions and maximize your subscription

Powered by...

Enterprise Technology Reports

- AI & Intelligent Automation
- Cloud & Data Center
- Customer Engagement & Business Platforms
- Cybersecurity
- Digital Enterprise Services
- Enterprise ICT Management
- Enterprise Mobility & Collaboration
- Internet of Things
- Network Transformation & Cloud

Data Tools

- ICT Enterprise Insights Survey
- IT Spend & Staffing Benchmarking Tools
- IT Services Contracts Tracking Tool

Vendor Benchmarking Tools

- Omdia Universe – Compare vendors by capabilities, customer experience, market presence
- Market Radar – Understand emerging, transformative technologies and the capabilities of specific solutions
- On the Radar – Discover which vendors should be on your radar with these deep dive assessments of technology disruptors

Custom Consulting & Advisory

- Workshops
- Training
- Custom Surveys
- Brainstorming Sessions
- Sponsored Research

Benefits to you...



Save **MONEY**

Buy the right technology from the right vendor with expert, unbiased guidance



Manage **RISK**

Get the best-fit technology for your business with objective technology, platform, and vendor evaluations from experts and end-users



Save **TIME**

Eliminate hours of web research with one 30-minute inquiry session with our analysts

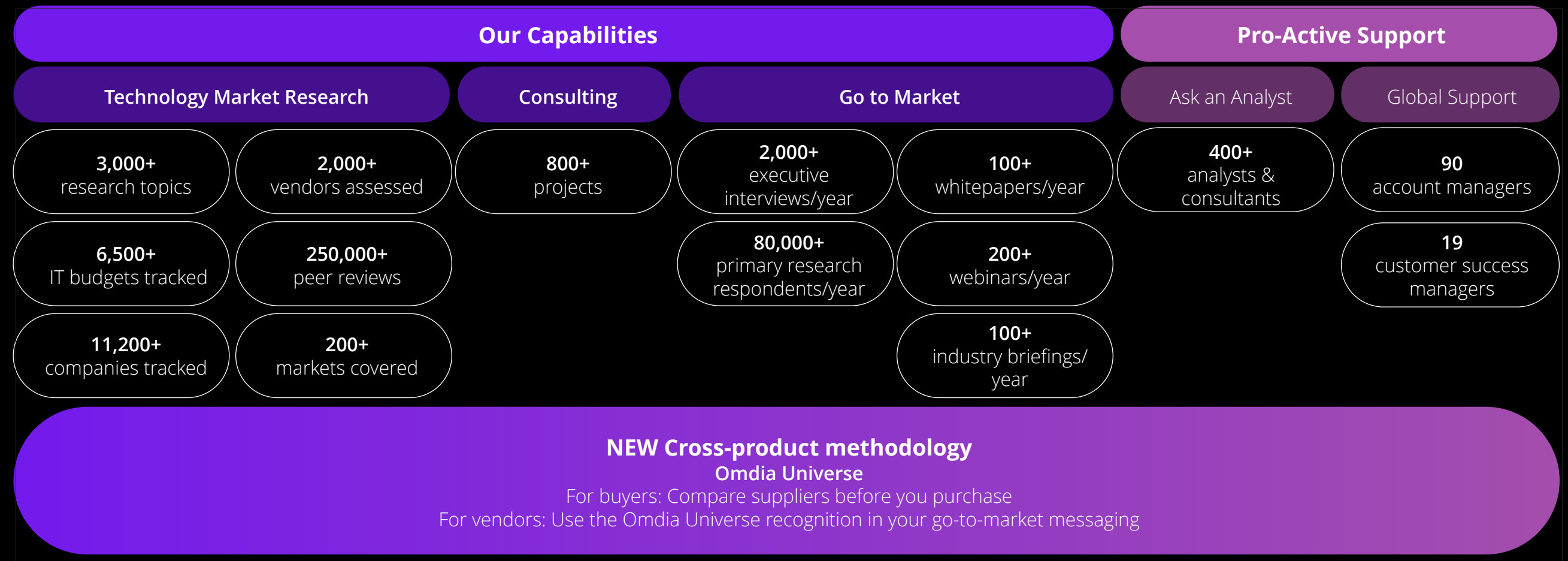


Gain **CREDIBILITY**

Validate your business priorities, allocate resources, and influence others with Omdia forecast data, analysis, and insights

How we work with you

We focus on understanding your business in depth and then bringing you only the most relevant content expertise



Develop digital innovation strategy

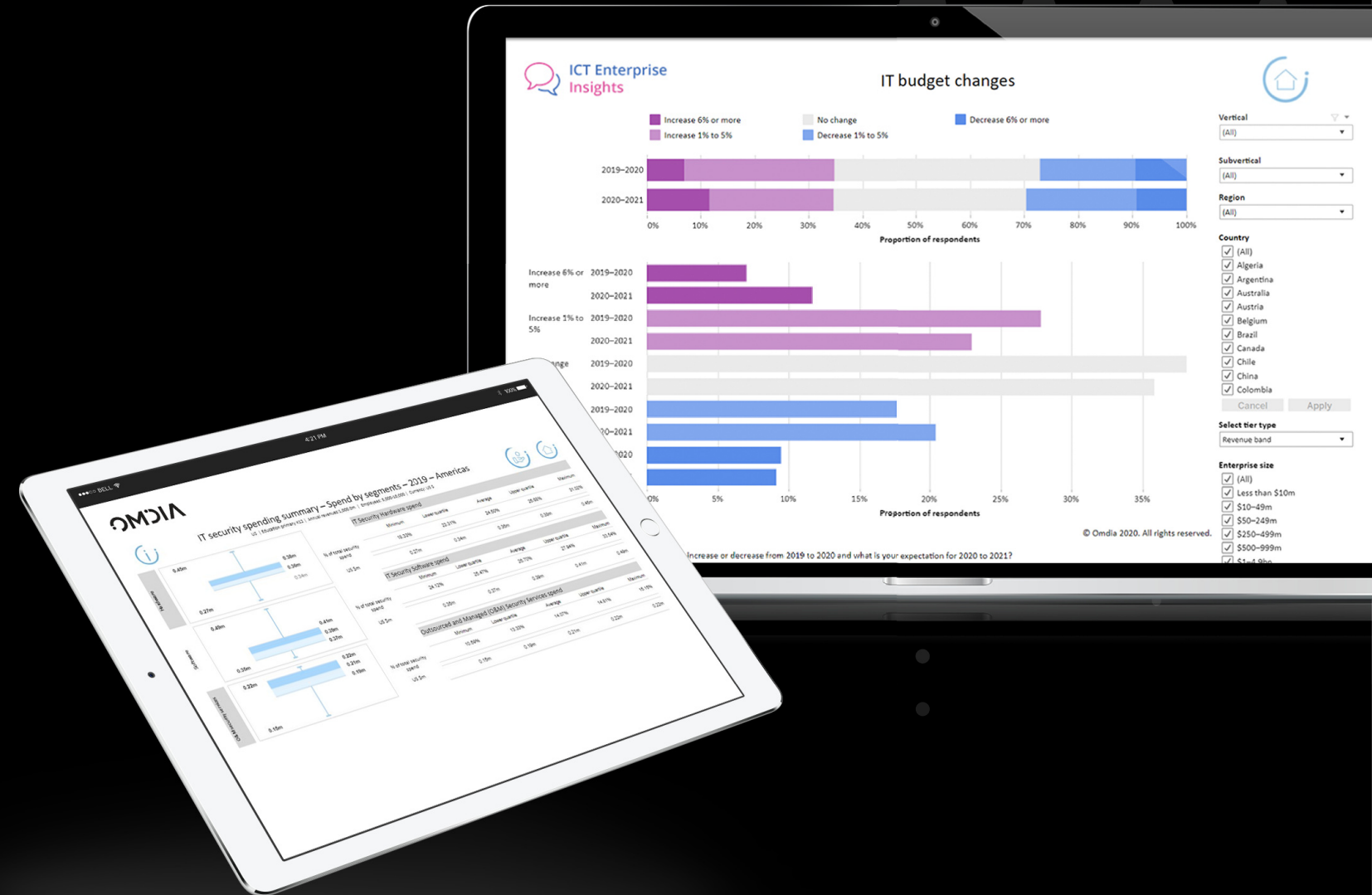
Get qualitative and quantitative analysis to understand the technology investment ROI, with recommendations for implementation and advice on potential pitfalls.



Download a **complimentary report preview** from Maxine Holt with guidance on data privacy.

Set IT budgets and investment priorities

Use our interactive tool to benchmark IT spend and staffing data for your company, based on inputs for company revenue, employee numbers, industry vertical and geography. The tool uses a robust statistical model that processes data from 6,500 annual survey respondents and in-depth interviews with senior IT decision makers.



Select the right partner

Make the best-informed technology purchase decisions with our portfolio of vendor selection products: Omdia Universe, Omdia Market Radar, and Omdia On the Radar. These reports offer an unbiased view of vendor capabilities, with real-world customer experience feedback from TrustRadius, along with analysis of emerging technology solutions and companies that should be on your radar.



Download a **complimentary report preview** Roy Illsley with guidance for selecting a hybrid and multicloud management customer engagement platform.



Decide for your business

Receive best-in-class customer support with our “Ask an Analyst” service

Draw on our expertise to:

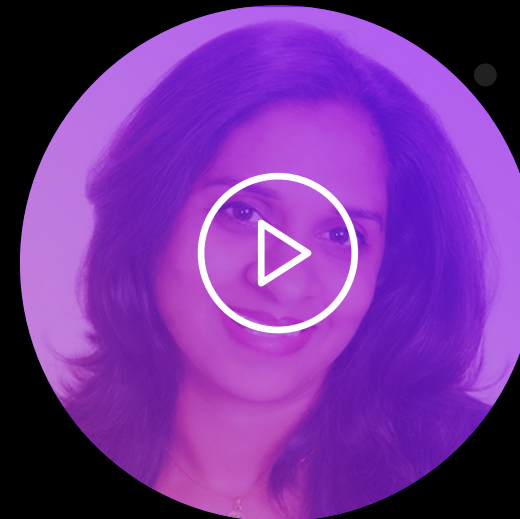
- 🔗 Make the right decisions
- 🔗 Sanity-check your own strategies
- 🔗 Navigate your service
- 🔗 Inquire about our methodologies
- 🔗 Maximize your subscription
- 🔗 Better understand a technology



Maxine Holt
Senior Director,
Cybersecurity



Roy Illsley
Chief Analyst,
IT Ecosystem &
Operations



Hansa Iyengar
Principal Analyst –
IT Strategy,
Enterprise IT



Evaluate and select the right strategy, technology, and partner for embedding innovation in your business.

Contact us for a free 45-day trial today