

NEWS RELEASE

IDC Launches SaaS Platform That Empowers Winning Sales Strategies for Technology Providers

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Leading global IT market intelligence firm leverages more than 60 years of trusted data and insights to help enterprises accelerate sales planning and drive growth.

NEEDHAM, Mass.--(BUSINESS WIRE)-- International Data Corporation (**IDC**) today announced the launch of **IDC Velocity for Sales**, a first-of-its-kind SaaS platform that enables Sales and Revenue Operations teams, in partnership with their Sales leaders, to create winning territory and account plans through a single source of trusted market, competitive, and buyer data. Leveraging decades of tech market intelligence, IDC Velocity for Sales is a powerful platform that streamlines sales professionals' planning and removes risk from critical decisions that directly impact growth strategies.

"IDC Velocity for Sales helps sales professionals accelerate growth and gain share through improved planning and targeting, solving what has been an unmet need in the strategic sales planning process," said Samantha Miller, senior vice president and general manager at IDC. "In today's highly competitive tech market, it is more critical than ever for Sales and Operations leaders to ensure their sales planning and account segmentation strategies are powered by accurate data that accelerates the effective deployment of their sales resources."

Today's enterprise sales teams are often faced with making agile decisions based on unreliable market intelligence from disparate sources of internal and external account data. These challenges reduce time to engagement and ultimately extend sales cycles, which impacts overall business growth. IDC Velocity for Sales offers market segmentation and account scoring tools that support more precise planning and selling functions. Subscribers can build unique, targeted market assessments and account segmentations that directly align with their ideal customer profile (ICP) utilizing global IDC data in 100+ technology markets and across 48 countries.

IDC Velocity for Sales provides commercial teams with the ability to:

- Evaluate Ideal Customer Profile (ICP) assumptions with dynamic views into Total Addressable Market (TAM), Serviceable Available Market (SAM), and Serviceable Obtainable Market (SOM)
- Identify actionable opportunities in adjacent markets by exploring industry and regional variations of their ICP
- Improve win rates based on AI-powered scored recommendations for individual accounts
- Understand competitive dynamics, allowing companies to benchmark against competitors and identify immediate opportunities to gain share
- Enable sales agility as new products are brought to market and align account-based marketing (ABM) strategies
- Work within a user-friendly and dynamic SaaS platform that grows with them through new features and functionality

"For more than 60 years, IDC has been the leading provider of Information and Communication Technology (ICT) market data," said Eric Prothero, senior vice president, **Data & Analytics** at IDC. "We are committed to delivering unique and highly valued data sets that meet the strategic decision-making needs of various functions within organizations. With the launch of IDC Velocity for Sales, we are expanding the utility of IDC data and turning sales planning activities into a strategic advantage by delivering the IT industry's most reliable data in a purpose-built platform."

To learn more about IDC Velocity for Sales, or to schedule a demonstration, please visit:

<https://www.idc.com/velocityforsales>

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**), the world's leading tech media, data, and marketing services company. To learn more about IDC, please visit www.idc.com . Follow IDC on Twitter at [@IDC](#) and [LinkedIn](#) . Subscribe to the **IDC Blog** for industry news and insights.

Jennifer Jewett

Escalate PR for IDC

617-913-2404

idg@escalatepr.com

Michael Shirer

IDC

508-935-4200

press@idc.com

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