

Market Acceleration Program

The Market Acceleration Program (MAP) is designed for Canadian headquartered hardware, software, IT services or telecommunications vendors with less than \$20 million in annual revenues looking to bridge the gap between innovation and commercialization.

Offered by IDC, in partnership with technology associations across Canada, MAP supports market executives, product managers, business development and alliance professionals in their effort to increase efficiencies, promote funding efforts and better leverage marketing strategies.

Program participants benefit from:

- Access to IDC's leading research with perspectives on trends, challenges and opportunities across several markets.
- Networking opportunities with industry leaders at IDC events.
- Direct access to IDC's expert Senior Analysts to address critical elements of your business.

MAP Clients Receive:

Core Research

Program participants get access to one research content area that aligns with their core business. All documents go to serve market planning, product launches, training and identifying market opportunities.

Events & Telebriefings

Access to IDC Canada conferences and worldwide telebriefings.

Access to Analysts

MAP participants receive up to TWO HOURS of Analyst Inquiry time. These one-on-one sessions prove invaluable for strengthening core messages, conducting competitive analysis, preparing for product launches and validating marketing strategies.

Market Acceleration Viewpoint or Case Study

MAP participants can choose from either a viewpoint or a customer case study, and receive 100 printed copies of the document with an option to post on your website.

- The Viewpoint provides an overview of your company and a snapshot of the opportunities and trends in your target market
- The Customer Case Study provides insights into how one of your customers used your solution to address a problem.

What Our Clients Are Saying

Andy Church, Liquid Computing, Ottawa

"For well over 10 years, I have relied on IDC for quantitative and qualitative market insight while working at Oracle and Liquid Computing. They offer a balanced view of market dynamics and outlook for the future. IDC market research delivers "must-have" credibility for key presentations and market related decision making."

Matt Dion, Apparent Networks, Vancouver

"Market research has helped our company verify the size and trends in the market for network diagnostic, assessment and measurement software. Having the ability to verify market trends enables us to properly position our product in the market. Market research has also helped us to better understand the size of this opportunity".

Market Acceleration Program

*Making Market Intelligence
Affordable*

Visit www.idc.ca for
more information.

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