IDC MarketScape

IDC MarketScape: Worldwide AI-Enabled PSA Applications 2025-2026 Vendor Assessment

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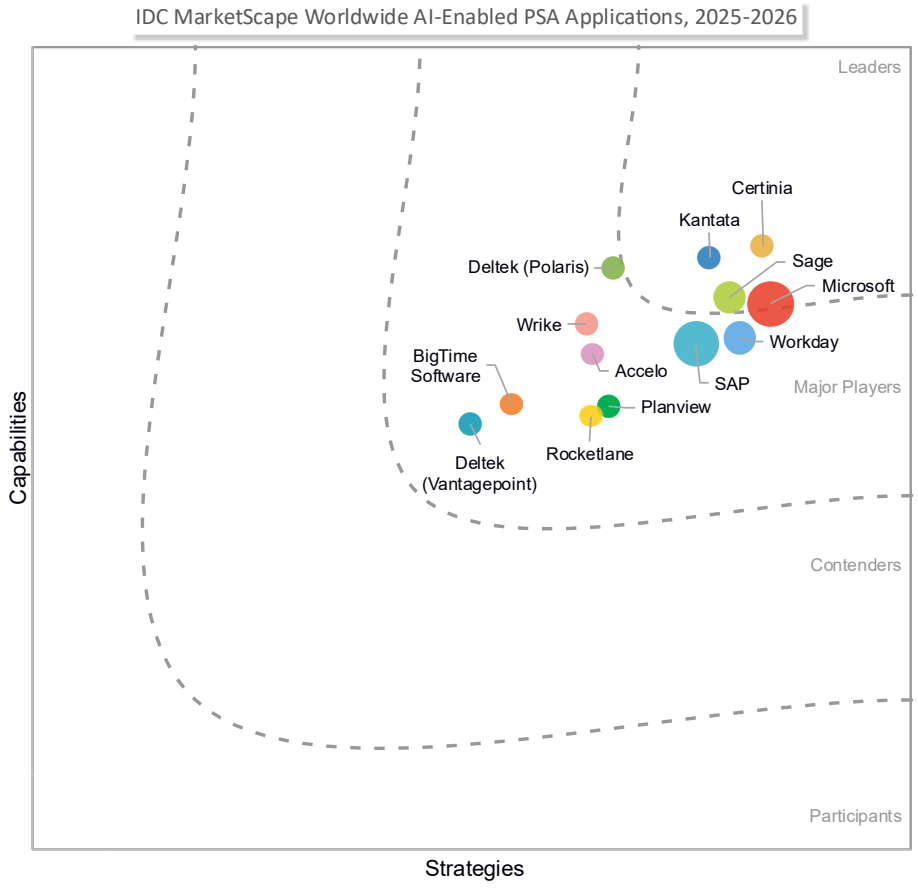
THIS EXCERPT FEATURES KANTATA AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape Worldwide AI-Enabled PSA Applications Vendor Assessment



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Please see the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide AI-Enabled PSA Applications 2025-2026 Vendor Assessment (Doc # US50655623).

IDC OPINION

AI is quickly changing enterprise application purchases, and professional services automation (PSA) software is at the core of this change. IDC's May 2025 *SaaSPath Survey* finds 48% of organizations plan to invest in AI-powered PSA applications, while 22% plan to replace their current PSA applications if generative AI (GenAI) is not included in the next release. In addition, 19.5% in the same survey noted they will renew with the same vendor if GenAI is included in the next release.

PSA software is the enabling underpinning for most project-centric service organizations, enabling a complete view of a project's life cycle from planning to invoicing. Professional services firms such as accounting; advisory; architects, engineers, and construction (AEC); business consulting; law; IT organizations; government contractors; marketing and communication agencies; software and high-tech firms that utilize embedded professional services firms to implement their software; and nonprofits, use PSA software. The PSA software itself typically includes project tracking, project accounting, resource management, services quoting, and time and expense management tracking.

With the increased usage of AI, PSA solutions are now at a pivot point to bring more AI-enabled capabilities and functionality into the systems. Organizations recognize they need AI-enabled PSA systems to improve their project life-cycle business process times while enhancing productivity, freeing up and optimizing their employee resources, controlling budgets while improving profit margins, and becoming so much more efficient that they can enhance their revenue by taking on new projects and delivering a quality outcome faster. These facts are quickly reshaping large enterprise expectations use of PSA applications and also shifting many of their PSA investment strategies to those with AI-enabled PSA offerings.

IDC underscores this need for AI-enabled PSA offerings in *Worldwide Artificial Intelligence IT Spending Forecast, 2025-2029* (IDC #US53688725, August 2025), which finds spending

on AI-enabled applications (29.9% of 2029 AI spending) will increase the fastest of any AI segment at a CAGR of 56.5%. This will be driven by AI from assistants and advisors to an infusion of agents into a wide range of application portfolios, including PSA. Over the next three to four years, generative and agentic AI advancements will push applications to a state where the majority of software offerings will be significantly enhanced and augmented by agent-driven capabilities. Considering AI-enabled PSA has a core set of services business capabilities, IDC finds most of the AI expansion will be in the form of assistants, advisors, and agents. This expansion will close many gaps in workflows and enable the opportunity to eliminate manual and semi-manual workflows as well as completely reshape business processes for the foreseeable future. IDC's May 2025 *Future Enterprise Resiliency and Spending Survey (FERS), Wave 4,* supports this as 80.1% of organizations believe investing in agentic AI investments will eliminate manual and semi-manual workflows and business processes. This fact underscores how AI will add more into PSA current workflows while eliminating the need for additional manual and semi-manual workflows.

To understand the need for this research, IDC looked at the progression of AI in a variety of forms. One out of a multitude of avenues was the method by which PSA providers bring AI into the workflows, such as an assistant, advisor, and agent. IDC defines AI assistants, advisors, and agents as follows:

- **AI assistant:** An application that assists, augments tasks, and finds and collects structured and unstructured information within or across data sets
- **AI advisor:** An application that is designed to provide advice, recommendations, and next best actions (It synthesizes data to create insights, dynamically creates baselines, and compares usage and interaction and engagement.)
- **AI agent:** An application that understands by detecting and responding to information autonomously, plans by detecting and correcting information autonomously, and takes action by detecting, responding, correcting, predicting, and acting autonomously

We have assessed the functional capabilities of the AI-enabled PSA systems across these AI elements. We have also reviewed machine learning, natural language interfaces, conversational AI, predictive aspects, and GenAI and agent capabilities and strategies now, in the immediate future, and into early 2027. All of this has been taken into consideration to assist the enterprise as it moves toward AI-enabled PSA applications. It is imperative for organizations to understand as they make their selections for AI-enabled PSA applications, the infusion of AI will create agents of the future. In addition, it is important to recognize that every AI-enabled PSA provider is on a different journey. The vendor technology journeys are based upon where they are in the maturity of their offerings in SaaS and cloud, their investments in AI, the complexity of their products, as well as their vision and leadership positioning for AI-enabled PSA

applications. And it is also in their client's willingness to invest and innovate with them as they move into the AI world. Each vendor is different and that is detailed well in the Vendor Summary Profiles section. This new 2025-2026 IDC MarketScape for AI-enabled PSA application is providing the foundational-level research as the shift to AI becomes apparent. IDC plans to update this research on an ongoing basis as AI becomes the alignment factor for organizations in this digital AI world.

We have done this critical and necessary foundational research because the market is demanding it. IDC is finding higher switching rates than in years past, and in IDC's May 2025 *Future Enterprise Resiliency and Spending Survey, Wave 4,* 65%+ organizations told us they will use their enterprise application provider for embedded AI and also their AI agents across the main capabilities and functionality of the software. In addition, IDC's May 2025 *SaaSPath Survey* revealed that 44.3% of organizations are switching out their current PSA solutions because they wish to take advantage of embedded AI for intelligent workflows and processes, as well as speed, scale, and agility. It is quite apparent that AI is quickly moving from a differentiator in PSA systems to an essential capability within the PSA software systems and market, which is a critical factor for IDC research on AI-enabled PSA systems.

The driving factors for AI are a focus on the most challenging aspects of PSA as uncovered in IDC's May 2025 *SaaSPath Survey.* 49% of organizations told us that resource management, including staffing, skills management, sourcing, development, demand management, capacity planning, and forecasting, was the most challenging for them. This was followed very closely by PSA analytics and business intelligence, project time and expense management tracking, and project accounting, including revenue, booking, backlog, billing, budgets, and rate realization. We asked in the same survey about their current and planned use of AI in these and other PSA processes, and we found that high levels of investments were required in the project risks, services quoting and project billing, invoicing, receivables, and collections.

With AI-enabled PSA solutions, the opportunities are vast. Autonomous processes are removing the need for additional employee clicks and decision points, quickly transforming the business experience to something akin to consumer use of AI-enabled mobile applications. Be it the consumer or business processes, the evolution and pace of advancement are continuously evolving from fewer software interactions and decision points to more AI features, services, and insights delivered in real time to the employee, partner, and customers. This reduces the decision time and ultimately leads to fulfillment, bringing greater customer satisfaction. All of this has a profound impact on an organization and its ability to reshape its commitment to business excellence from customer commitments and performance to resource optimization and business profitability.

During this 2025-2026 IDC MarketScape for AI-enabled PSA application process, we heard from many organizations on their journey toward AI enablement. Comments ranged from, "we are still thinking about moving to AI-enabled processes" to "we wish we had moved sooner to AI-enabled processes and agents." And for those using agents, comments ranged from "the agent concept is impressive, but once you see it in action, it creates more efficiency for our employees" to "why can't we do all workflows as agents?." It is clear that the possibilities are endless. The vendors in the market are starting to respond with AI-enabled processes, a road map of assistants, advisers, and agents in 2025 and well into 2026, and planned announcements during 2025 and 2026 to help organizations in their services life cycle. Across the PSA vendor community, we expect many more AI announcements in 2026. IDC will continue with research on these new AI-enabled PSA processes throughout 2026.

Current Considerations in PSA Systems

The shift to AI-enabled world requires organizations to rethink their business models. IDC's 2025 *CEO Survey* finds that 55% of CEOs believe AI offers a chance to reinvent their business model. And AI-enabled PSA systems are at the heart of this business model change. By 2028, leveraging GenAI, 45% of the G2000 will consolidate lines of business into fewer functions and optimize their processes, data, and resources, building a new resource-savvy business. Because of the growing need for AI, organizations need to consider some of the following as they move toward new AI-enabled PSA systems:

- **Legacy systems are not versed in AI.** From the outdated architecture to data quality issues that include data inconsistency, fragmentation, and inaccessible formats, using AI on the legacy systems can be expensive to maintain. Add to it the high costs to customize or replace these systems, the lack of interoperability between other systems, and the many security vulnerabilities, and the expenses and risks continue to add up.
- **Moving to AI-enabled systems requires a strategy.** While AI-enabled workflows and agents completely reshape and improve automation for business processes, they also require greater computational power, more storage for the data, and a scalable infrastructure. In addition, cloud providers are currently enhancing their offerings with AI services, which can bring more cost-effective methods to deployment as well as use.
- **AI-enabled PSA systems are changing processes overall.** AI-enabled PSA systems are removing the need for employees to organize tasks into synchronous processes to complete work faster than the rise in complexity, using tools to simplify complex tasks. With AI, employees can create automations to perform these synchronous tasks while they work asynchronously or on an as-needed basis to deal with the complexity. As AI continues to fuel more into the

PSA system, the automation within it acts and reacts both synchronously and as needed within the digital environment such that employees asynchronously define the desired outcome and correct mistakes. This later aspect represents the AI agents. At this juncture, advanced AI agents are able to do the following:

  - Plan and sequence actions to achieve specific goals.
  - Use various tools, such as code execution, search, and computation capabilities, to perform tasks effectively.
  - Perceive and process information from their environment to make them more interactive and context aware.
  - Remember past interactions (tool usage and perception) and behaviors (tool usage and planning). The agents can store these experiences and even perform self-reflection to inform future actions. The agents become the "users of the tools."

- **PSA customers are also on their own AI journey.** While the many AI-enabled PSA systems are on different maturity levels as they move toward the advanced AI agents, it is critical to point out that PSA system customers are also on their own journey. Investing in the right system requires the buying organization to look at its own AI journey as well as their overall business strategy and requirements. In IDC's 2025 *Global Future Enterprise Resiliency and Spending Survey, Wave 4,* organizations told IDC that the most important attributes when selecting and evaluating vendors of AI-infused applications are (in order of most importance): trusted brand, robust data security model, ease of implementation, user experience, pricing transparency, availability of training, and product road map visibility. It is clear that AI innovation can move mountains, but it goes a long way when coupled with the selection and evaluation attributes.

Current Trends in PSA Systems

Current PSA system trends include:

- **More demand for AI.** There is an increased demand for predictive and prescriptive analytics and AI-enabled workflows for resource management, including staffing, skills management, sourcing, development, demand management, and capacity planning and forecasting; project time and expense tracking and management; project risks; project hour projections by project stage; project accounting including revenue, booking, backlog, billing, budgets, and rate realization; PSA analytics and business intelligence; project billing, invoicing, receivables, and collections; project task management to budget; and services quoting. All of these are critical to AI-enabled PSA systems in 2025 and 2026, according to IDC's 2025 *SaaSPath Survey.* Investment strategies vary based

on the AI-enabled PSA workflows organizations wish to invest in for this year and next year.

- **Conversational AI critical.** Our references of AI-enabled PSA systems find conversational AI is critical to work streams. The ability to understand, process, and respond to human language in a realistic and natural human way is critical. The use of natural language processing and machine learning enables virtual assistants and chatbots to make the employee and software interaction much more intuitive and efficient.
- **The move to the cloud brings advanced AI enablement**. Organizations are making moves to the cloud now to advance their AI enablement within their PSA systems. Agentic AI systems, capable of independent decision-making and continuous learning, are set to revolutionize PSA software. The intelligent agents will move beyond simple automation to autonomously manage tasks and processes such as project profitability planning, employee resource optimization, project summary agent, resourcing agent, project staffing agent, quote agent, and project financial agents for real-time costs and margin insights to forecasting to reconciliation. This shift brings significant efficiency gains, reduced human error, and the ability to adapt to market changes with unprecedented speed, fundamentally altering how projects, their life cycle, and the overall services are conducted.
- **GenAI enabling more.** GenAI is rapidly moving beyond basic automation in PSA software. It's now enabling intelligent assistance for complex tasks like automatically drafting project performance reports and statements, performing advanced variance analysis, and identifying anomalies and outliers for risk detection. GenAI promises a substantial leap in efficiency and accuracy while enabling the employee to focus on strategy and their portion of the services offering rather than manual processes.
- **Competitive differentiation gaining a huge boost with AI-enabled systems in general.** With real-time insights and AI-enabled processes, organizations can quickly navigate around a business disruption, changing up resources as needed, adding in changes to projects on the fly, or enhancing margins as needed, all moving toward managing the business performance expectations.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

The vendor inclusion list for this evaluation was selected to accurately depict the vendors that are most representative of any given PSA system on a buyer's selection list based on the following:

- Vendors must have an AI-enabled PSA system.

- Vendor inclusion was based on market presence, with at least 30% of the vendor's revenue coming from the professional services and other markets focused on the delivery of projects. The vendor must have won recent deals within the relevant customer segments. The vendors need to provide support globally and have a majority of clients in at least one major geographic region, with the rest of the clients spread across other geographies.
- The vendors will have current AI-enabled capabilities or have a strategy in place to bring AI-enabled processes that cut across professional services automation workflows including, but not limited to, project/portfolio management, resource management (skills management, sourcing, development, demand management, capacity planning, and forecasting), time tracking, expenses/budgeting, billing/invoice, project accounting, services quoting, reporting, analytics, and business intelligence.

ADVICE FOR TECHNOLOGY BUYERS

The PSA market is shifting quickly to technology that enables an organization to compete and succeed in the digital world. These areas are focal points of consideration as your organization moves forward:

- **Look internally and think about your current processes.** Ask yourselves these questions:
  - What are some issues we must resolve with a new AI-enabled PSA system? Are they technology related? Are they related to efficiency and productivity of our current resource structure? Is it about more visibility into the project life cycle and making decisions faster?
  - What are the current internal resources and capabilities? How might this change in the future with our investment plans to AI enablement? What does the resource shift timeline look like?
  - How do we define a successful AI-enabled PSA implementation?
  - What internal stakeholders should we include in the process?
  - How will the new system change my organization? Will we improve our decision velocity with faster and real-time insights, making us more competitive? How will our KPIs change?
  - Are there industry aspects we could tie in better from the front end to the fulfillment of our products and services?
- **Select the right partners.** The first step to implementing an AI-enabled PSA system is to develop the right strategy and plan for implementation. Second, select the right services partners or utilize your PSA software provider. Ask yourself these questions:

    - Can we move faster to a new system by using AI-enabled partners to move us? Will we benefit from their lessons learned? Does a services implementation partner have an AI methodology to move our organization faster to our new PSA system?
    - Does the partner have the type of products and services we need and also meet the requirements for our company size?
    - Can the PSA vendor show me a hands-on experience AI demo with my organization's live and real data to show the benefits to the business? And also show me how the workflows will change and impact our projects as well as the employees using the system.
    - Does the PSA vendor understand the regulations that will impact my business? How are these regulations reflected in my current product, and how will they change the future? And will these changes meet the digital sovereignty requirements I need across my business?
    - What is the PSA vendor's strategic AI investment outlook for the next three to five years? Why and how will it enhance my business?
    - Is the PSA vendor investing in AI now? How are they using it to enhance their business in both services and products?
- **Consider the foundation.** There are many varieties of software architectural approaches. Ask your software vendors these questions:
    - What is the data flow design in the current AI-enabled solution?
    - What kind of APIs are available from this vendor? RESTful? SOAP? GraphQL?
    - What kind of developer tools does this vendor provide (e.g., sandbox, dedicated portal, low-code/no-code tools, database management tools, AI tools)?
- **Own the implementation.** The best results require an active role in implementation. The AI-enabled world brings an even greater reliance on technology and getting it right the first time. Ask yourselves these questions:
    - What levels of support are available and are they geographically available for my business?
    - How should we set up the service-level agreement before signing any of the contracts?
    - Can the system integrate with my company's other IT systems and partners? How does it integrate with HCM, CRM, and ERP systems?
    - Which IT systems need to be integrated and to what degree?
    - How is your organization set up to deal with frequent updates? And how does your organization consume them faster and let the business learn as it goes?

- **Note that change management is critical.** Ask yourselves these questions as you get into the PSA investment and implementation project so you can run efficiently and smoothly and move into the digital world quickly:
  - Do we have the right strategy to encourage rapid adoption with employees?
  - Do we have the right amount of training for employees to master the new features within the system?
  - Are we communicating the purpose and benefits of the system change to the relevant employees?
  - Have we aligned existing policies and procedures to enable the adoption of new workflows?

This IDC MarketScape assists in answering the aforementioned questions along with many others that may arise.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

Kantata

After a thorough evaluation of Kantata's strategies and capabilities, IDC has positioned the company in the Leaders category in this 2025-2026 IDC MarketScape for worldwide AI-enabled PSA applications.

Kantata provides vertical SaaS meticulously designed for the unique needs of professional services organizations. Kantata offers the scale, maturity, and architectural depth to serve midmarket and enterprise services firms without compromise. Kantata's entire business is built around professional services, with two mature PSA products Kantata OX, a standalone PSA ideal for agile midmarket and enterprise organizations scaling from hundreds to thousands of users, known for fast time to value (often live in as little as four weeks via Resource Management Quick Start) and Kantata SX, a Salesforce-native PSA built for complex, multi-entity global enterprises with thousands of users, extending Salesforce value across service delivery.

Both Kantata products deliver the complete PSA life cycle — estimation, resource management, project delivery, time and expense, billing, forecasting, and analytics — while avoiding the "swivel chair" workflows common in ERP add-ons.

Kantata's innovation brings more beyond traditional PSA applications including Kantata Pulse, which provides a new lens on project health by capturing client and team sentiment alongside operational KPIs; detailed proposals embedded within sales opportunities align bid teams to delivery commitments that will be soon augmented by an AI agent–driven approach where proposals and staffing plans (human and AI agent mix) are generated based on history, risks, and proven plays; and robust period management functionality tailored to weekly and monthly close gives services finance teams unmatched control over revenue cycles, ensuring revenue is reconciled in a timely manner, accelerating cashflow, and driving more accurate forecasts.

Kantata delivers a multimodal platform with applications tailored to distinct services use cases enabled by AI. Kantata's AI strategy is to set its customers up to thrive in the ever-changing uncertain world by bringing AI-powered optimization that empowers organizations to consistently connect new data sources, innovate new insights, and surface new metrics, achieving smarter decisions, reduced risk, and achieve greater agility. Kantata's AI strategy is focused on capturing the expertise built into every project, decision, and communication (that often walks out the door when people do), curating it and surfacing it when teams need it most. To enable the Kantata Expertise Engine to do this, Kantata is building its own domain-specific small language model (SLM) with a proprietary services ontology built into it. Kantata believes that with a domain-specific SLM referencing a maintained knowledge graph of the customer's business that maps to the relationships that matter, the Engine will empower the agents (customers, Kantatas) with a level of context about what works and what doesn't that will make the curation of and arming with intellectual property (IP) possible.

Kantata AI assistants and advisors currently available include project workflow automation, smart resourcing optimization, proactive risk mitigation, and automated status reporting. Kantata currently has a project agent and a resourcing agent. In addition, Kantata has many more agents planned that will be readily available in 2026.

Quick facts about Kantata include:

- **M&A:** Mavenlink and Kimble Applications merged in 2025 (PSA solutions) and then renamed to Kantata.
- **Industry focus:** Kantata focuses on professional services industries, including agencies, software and hi-tech, management consulting, and IT services.
- **Globalization:** Kantata is in over 80 countries globally and is available in numerous languages.
- **Cloud offering:** Kantata is available in the cloud and supported by AWS.
- **AI assistants, advisors, and agents:** Kantata AI assistants and advisors currently available include project workflow automation, smart resourcing optimization, proactive risk mitigation, and automated status reporting. Kantata

agents available are project agent and resourcing agent. Kantata has more agents planned in 2026, with plans to package them as part of Accelerator modules. The first of these modules will focus on sales.

Strengths

- **AI strategy:** Kantata's AI strategy is straightforward and easy to understand. It is focused on transforming professional services by integrating AI to automate tasks, provide actionable insights, and improve project outcomes.
- **Customer support:** References noted they are impressed with the support and interaction from Kantata throughout the implementation process. Several references also noted the post go-live support has been extremely beneficial.
- **Built for the future:** References continually spoke about Kantata's product as one they could not live without and that they will keep investing in over the next three to five years.

Challenges

- **Considerable training:** References noted that it takes considerable training to learn the system; however, once learned, it is straightforward.
- **New functionality released infrequently:** Kantata references noted they have been frustrated with the release of new functionality. However, with AI a hot commodity, this is expected to change.
- **Road map transparency:** Several references noted Kantata's road map is not communicated enough. References noted that it is holding them back from making other innovative decisions around the system.

Consider Kantata When

Consider Kantata when professional services firm needs to manage the service life cycle and optimize every outcome.

APPENDIX

Reading an IDC MarketScape Graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

IDC MarketScape Methodology

IDC MarketScape criteria selection, weightings, and vendor scores represent well-researched IDC judgment about the market and specific vendors. IDC analysts tailor the range of standard characteristics by which vendors are measured through structured discussions, surveys, and interviews with market leaders, participants, and end users. Market weightings are based on user interviews, buyer surveys, and the input of IDC experts in each market. IDC analysts base individual vendor scores, and ultimately vendor positions on the IDC MarketScape, on detailed surveys and interviews with the vendors, publicly available information, and end-user experiences in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market Definition

IDC defines the professional services automation (PSA) market as:

- Professional services automation applications are a set of tools designed to assist service-focused professionals, such as lawyers; accounting; auditors; architects, engineers, and construction (AEC); IT consultants; financial services; marketing services; and systems integrators. These solutions are typically

comprised of: project/portfolio management, resource management (skills management, sourcing, development, demand management, capacity planning, and forecasting), time tracking, expenses/budgeting, billing/invoicing, project accounting, services quoting, reporting, analytics, and business intelligence.

LEARN MORE

Related Research

- *IDC FutureScape: Worldwide AI-Enabled Enterprise Applications and Agents 2026 Predictions* (IDC #US53855925, October 2025)
- *The Agentic Evolution of Enterprise Applications — August 2025 Update* (IDC #US53701525, August 2025)
- *PSA Challenging Workflows: Can AI Help?* (IDC #US53607325, June 2025)
- *Professional Services Automation Components and AI: Investing Continues Toward Enterprise Applications Providers* (IDC #US53636725, June 2025)
- *Agents as Apps: An Opportunity for Greater Innovation, More Revenue, and Increased Market Share* (IDC #US53385925, May 2025)
- *IDC FutureScape: Worldwide Intelligent ERP 2025 Predictions* (IDC #US51078024, October 2024)
- *Building a Shortcut to Value: The Multiplier Impact of AI on the Enterprise Applications Market* (IDC #US52605524, September 2024)

Synopsis

This IDC study provides a thorough assessment of market-leading AI-enabled PSA applications and discusses the criteria that are most important for companies to consider when selecting a solution.

"Organizations are embracing AI quickly; however, vendor solutions with AI-enabled PSA functionality are at the early stages of AI utilization, and 2026 appears to be the year AI will be operationalized. Organizations continue to tell IDC how important AI-enabled processes are to them as they move throughout the services project life cycle. AI-enabled PSA systems bring more efficient and errorless processes; improve visibility into profit margins, change order impact, and resource constraints; and enhance project accounting," said Mickey North Rizza, IDC Group VP, Enterprise Software.

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, Inc.).

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