

The Business Value of Adobe Campaign Managed Cloud Services



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Executive Summary

Through a series of in-depth interviews with three Adobe customers, IDC conducted research that explored the value and benefits for organizations using Adobe Campaign Managed Cloud Services to support their cross-channel marketing strategies. These companies uniformly reported that the solution helped them increase the quality of their marketing efforts.

Specifically, Adobe Customers attributed several key benefits to their use of Adobe Campaign Managed Cloud Services:

- Boosting the overall productivity of various marketing-related teams, including graphics, customer service, and marketing development
- Improving the overall quality of marketing campaigns by harmonizing marketing channels with customer data from different systems, devices, and channels into a single profile
- Improving productivity levels for other teams that contribute to marketing efforts, including help desk, mobile and web marketing, application development, analytics, and IT infrastructure
- Achieving better business results and increasing revenue

Situation Overview

The relentless transformation of digital marketing, from the dawn of the internet to mobile and social marketing to generative AI, requires marketing to be highly responsive to change. This means every marketing role, strategy, tactic, process, and system must be capable of rapid adaptation to unknown future events, such as technical disruptions, new media channels, competitive actions, regulatory requirements, and customer expectations. Owning and operating marketing infrastructure, especially on premises, is an expensive and complicated proposition. In response to all the innovation in digital channels over the past 15 years, thousands of marketing systems have appeared.

Business Value Highlights

Click highlights below to navigate to content within this document.

- ↑ **24%** improved ability to segment and manage audiences
- ↑ **55%** higher productivity for marketing teams
- ↑ **64%** higher productivity for graphics and web teams
- ↑ **29%** more efficient customer support operations
- ↑ **37%** higher productivity for analytics teams
- ↑ **64%** higher productivity for application development teams
- ↑ **38%** more efficient IT infrastructure management
- ↑ **\$7.87 million** higher revenue per organization per year

As a result, many large business-to-consumer (B2C) companies have dozens of martech solutions scattered across their global brands with less-than-ideal interoperability between them. Infrastructure complexity drives costs up and flexibility down, which makes it difficult for CMOs to have a holistic view of how various strategies and tactics produce optimal business outcomes. Overly complex marketing infrastructure also tends to impair a brand's ability to personalize customer interactions at scale, which degrades customer experience and delays revenue. Organizations need marketing infrastructure that can be rapidly implemented, inherently flexible and extensible, and technically and economically rational.

Adobe Campaign Managed Cloud Services Overview

Adobe Campaign Managed Cloud Services provides a managed services platform for designing and executing cross-channel customer experiences, orchestrating campaigns, and managing interactions in real time. The solution allows companies to launch, measure, and automate campaigns across online and offline channels. The managed services approach enables marketers to take advantage of the operational scale and economics of cloud infrastructure without the need for heavy support from internal IT resources. Adobe consulting and implementation teams work with customers to assess their marketing plans, existing practices, data requirements, and messaging volume, and then they recommend the most appropriate service, support, and deliverability packages. The Adobe Campaign Managed Cloud Services team can then monitor and report on campaign performance, brand reputation, customer experience metrics, and more. Marketers can use Adobe Campaign Managed Cloud Services as their primary solution for cross-channel marketing.

The Business Value of Adobe Campaign Managed Cloud Services

Study Firmographics

IDC conducted research that explored the value and benefits for organizations using Adobe Campaign Managed Cloud Services to better support their marketing efforts. The project included interviews with three organizations that are currently using the Adobe solution and have in-depth experience and knowledge of its benefits. IDC asked a variety of qualitative questions about the solution’s impact on marketing operations and core businesses.

Table 1 presents the aggregated firmographics of interviewed organizations. They had a base of 8,333 employees with annual organizational revenues of \$2.92 billion and 6.44 million external customers. The vertical markets represented are hospitality, office supplies, and retail. (Note: all numbers cited represent averages.)

TABLE 1
Firmographics of Interviewed Organizations

	Average	Median	Range
Number of employees	8,333	10,000	5,000–10,000
Number of external customers	6.44M	300,000	5,000–19.00M
Organizational revenue	\$2.92B	\$2.00B	\$1.75B–\$5.00B
Industries	Hospitality, office supplies, retail		

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

Choice and Use of Adobe Campaign Managed Cloud Services

The organizations that IDC interviewed selected Adobe Campaign Managed Cloud Services to better support team-based digital transformation across their marketing efforts. Study participants noted a level of comfort that Adobe actively monitored and was involved with any changes to the solution's configuration. Study participants cited the ability to scale up their digital channels by significantly increasing the number of outbound emails and noted that Adobe helped them avoid spam traps and IP blockages. They appreciated having access to an array of experts who helped them customize campaigns according to their unique needs, especially with maintaining their SaaS environments.

Study participants elaborated on these and other selection criteria:

Comfort in having Adobe handle any changes to the campaign solution (company in office supplies industry):

"The main driver was comfort in knowing that Adobe was actively monitoring and involved with any changes to the solution and having that existing and continuous relationship where they know us and our instance beyond looking at it once after opening a support ticket."

Wanted to scale up their marketing efforts (company in hospitality industry):

"My enterprise digital department came in and the goal was to scale the digital channel. 'Can we get more emails out of our Adobe Campaign? Can we do it safely through our engagement with Adobe?' The delivery support that we receive helps us with avoiding spam traps, IPs getting blocked, etc., which helps a great deal as we scaled from one IP to 15. Before, it was 100 million emails a year; now we're up to 1.1 billion a year."

Having access to experts allows them to customize campaigns to their unique needs (company in retail industry):

"With it being a [hosted] solution, one of the biggest things is getting specialized resources, and also getting visibility into the infrastructure. What Managed Cloud Services has helped us do is get direct access to experts who will help us with the infrastructure part of maintaining our environment, which sometimes is a challenge in a [hosted] environment."

Table 2 (next page) describes organizational usage. On average, five brands were supported by six business applications. The average volume of emails per hour was 670,338, showing substantial usage patterns. Additional metrics are presented in Table 2.

TABLE 2

Environment Supported by Adobe Campaign Managed Cloud Services

	Average	Median
Number of active customer profiles	4.1M	272,000
Peak volume of emails per hour	835,741	97,200
Average volume of emails per hour	670,338	11,000
Number of brands supported	5	1
Number of applications	6	5
Number of mobile applications	3	1

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

The Value of Adobe Campaign Managed Cloud Services for Cross-Channel Marketers

Adobe Campaign aggregates a variety of cross-channel customer data into a single view, helping companies launch, measure, and automate campaigns across multiple channels. With more complete data, Adobe customers were able to improve email personalization as well as automation, deliverability, and reporting.

Study participants elaborated on specific ways that they derive benefits through use of Adobe Campaign Managed Cloud Services:

Marketing can accomplish what they want and create a long-term marketing strategy (company in retail):

“The marketing benefit is that the marketing team can work through the digital marketing use cases and challenges day to day. The second benefit is driving strategy. We’ve had turnover — we have a dynamic industry — and so they’ve helped us say, ‘Hey, what are you trying to do here? We’re trying to do a marketing brand launch: let’s make sure we have the IP — you want to build these segments?’ All of that has helped us form a strategy.”

**Quicker revenue capture and automation of key marketing tasks
(hospitality organization):**

“The revenue impact is the key marketing benefit. We would never have exceeded our targets without the scalability. We’re getting more things out the door and have automated about half of our campaigns. Before, we’d have to upload a list for every touch of the same campaign. Now it has an AI component where it’s automated, and we have retargeting in place.”

Operational Impacts

Businesses are now confronting a new set of macroeconomic challenges while also adapting to new hybrid work and organizational models and changing customer expectations. Customers are looking for more responsive experiences and better control over how they engage with the companies that offer them products and services.

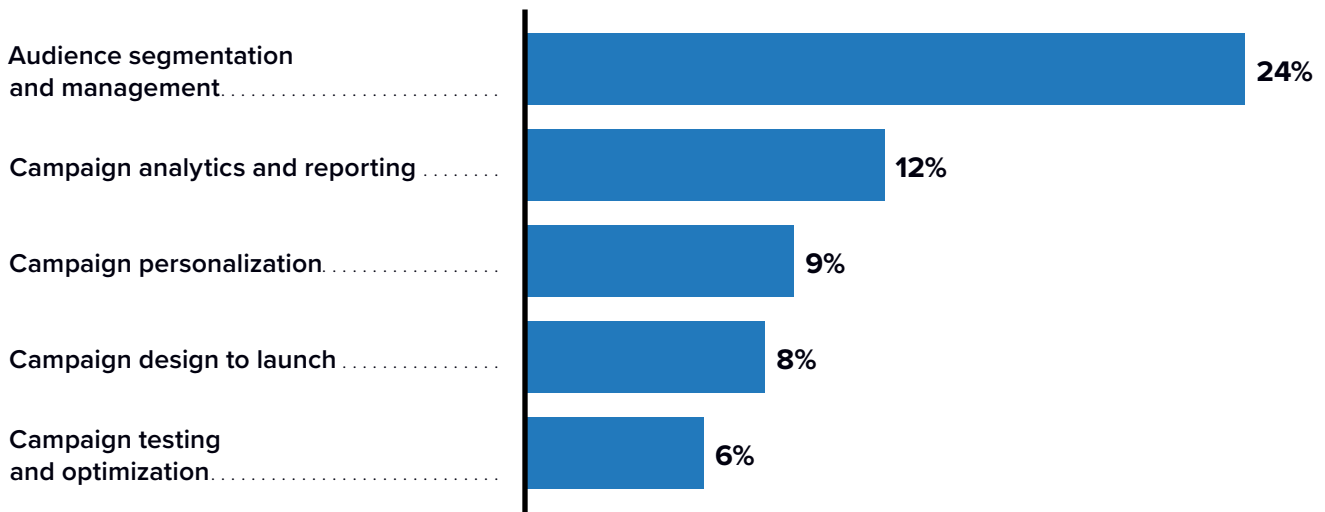
In the years ahead, high-value customer experiences will require companies to move beyond transactional-level experiences to emphasize relationship-based experiences. This shift will require new technologies grounded in digital transformation principles. Further, with digital business models becoming a stepping stone to the future enterprise, maintaining the human element in the customer experience will assume even more importance.

Given this context, Adobe Campaign adds value with capabilities that allow companies to launch, measure, and automate campaigns across every channel. Interviewed organizations confirmed that Adobe Campaign Managed Cloud Services added significant value to their operations, such as helping them create a long-term strategy for marketing and branding while also adding value to various operational aspects of product launches. They noted that after adoption, marketing teams were leaner and more efficient. In addition, they told IDC that the solution helped them achieve quicker revenue capture and establish significant levels of automation for their key marketing campaigns. One study participant explained: *“There’s a growing push to run marketing groups lean and be as efficient as possible. Having the group at Adobe augment our marketing efforts with the things they’re aggregating from their expertise has helped us be more efficient in terms of using the tool and some hiring-level strategic organizations.”*

To develop a multidimensional picture of the benefits of Adobe Campaign Managed Cloud Services, IDC identified a series of key performance indicators (KPIs) for marketing teams. Interviewed companies reported that they could design, launch, and analyze campaigns faster with Adobe Campaign Managed Cloud Services’ information from these anecdotal reports.

Figure 1 shows IDC's data. After adoption, the greatest improvements were seen in audience segmentation and management (24%), campaign analytics and reporting (12%), and campaign personalization (9%). Additional metrics are also presented.

FIGURE 1
Marketing Campaign KPIs
(Percentage quicker)

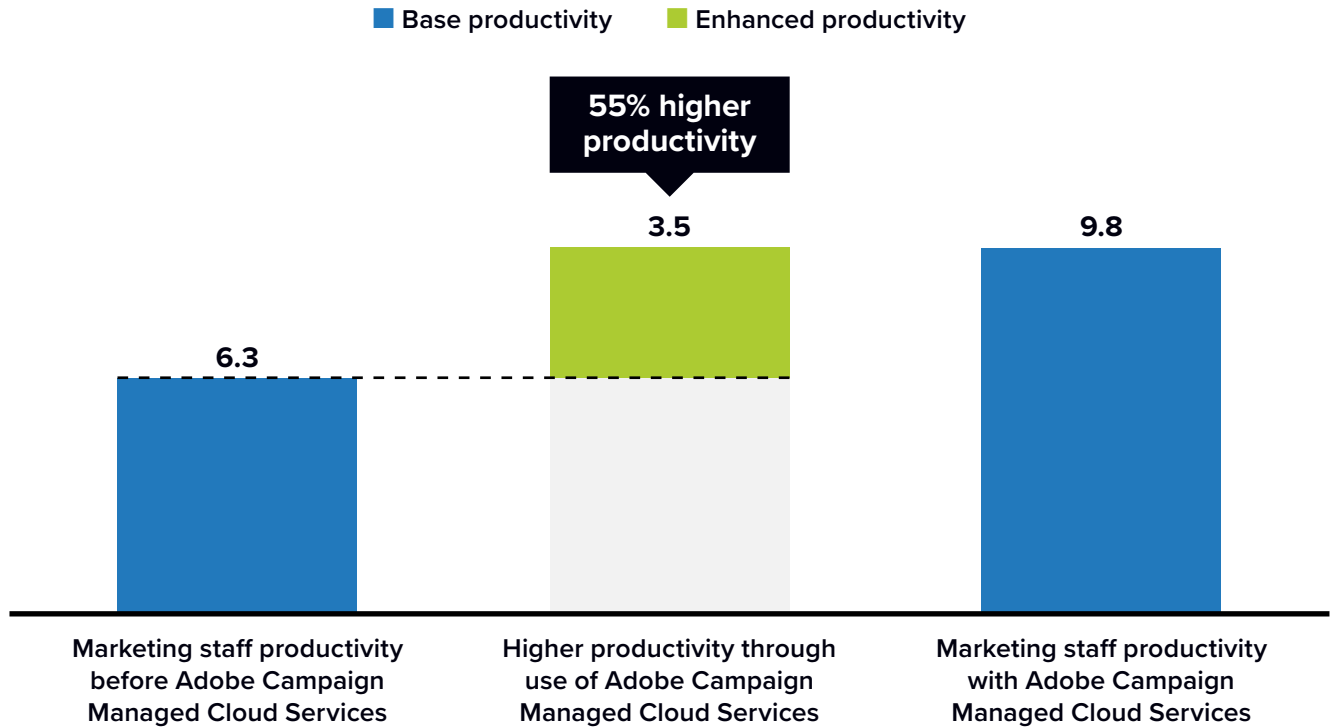


n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

Study participants also uniformly reported that their marketing teams could launch campaigns and scale up email strategies more easily with Adobe Campaign Managed Cloud Services. Email marketing was optimized via personalized and contextually relevant messages. In addition, with more complete data, companies were able to improve email automation and reporting. As a result, study participants have the ability to run more timely and relevant marketing campaigns, which reflects greater value delivered by their marketing teams.

Figure 2 (next page) quantifies these benefits. After adoption, interviewed companies saw a 55% improvement in team productivity. In real-world terms, this meant that an average of 6.3 full-time employees (FTEs) were able to produce at the same level as 9.8 FTEs. Essentially, these teams can take on additional projects that would equate to avoiding hiring 3.5 FTEs. IDC calculated this at an annual business value of \$241,800 for each organization.

FIGURE 2
Marketing Staff Impact
 (Equivalent productivity, FTEs per organization)

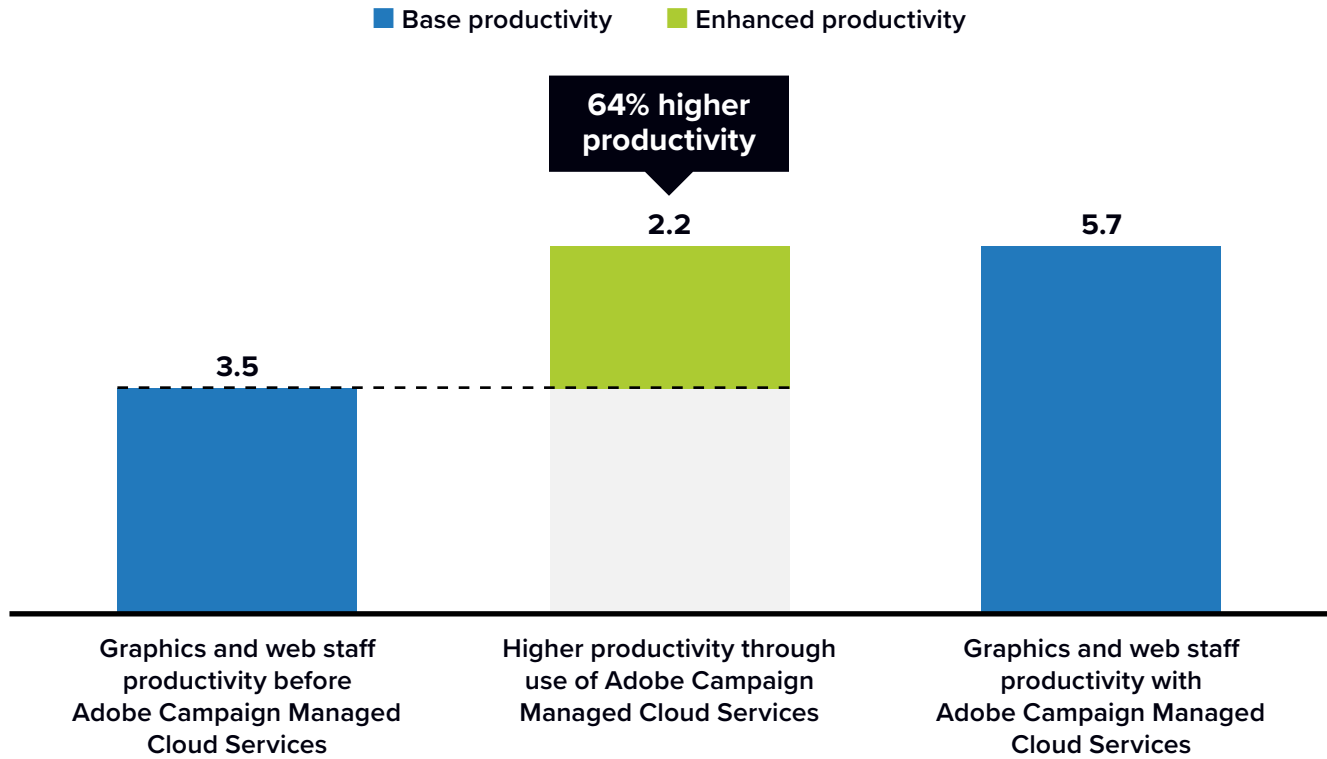


n = 3; Source: IDC Business Value In-Depth Interviews, August 2023
 For an accessible version of the data in this figure, see [Figure 2 Supplemental Data](#) in Appendix 2.

Marketing teams need to work closely with graphics teams during the development of effective marketing campaigns. Interviewed companies reported that after adopting Adobe Campaign Managed Cloud Services, their graphics teams gained better access to Adobe resources to create high-quality and impactful campaign-related graphics. These graphics have the potential to generate positive responses to marketing campaigns, which means that graphics teams contribute more to their organizations’ business and marketing efforts.

Figure 3 (next page) quantifies these benefits. After adoption, interviewed companies saw a 64% improvement in team productivity, effectively avoiding having to add 2.2 FTEs to their current headcount. IDC calculated that at an annual business value of \$157,200 for each organization.

FIGURE 3
Graphics and Web Staff Impact
 (Equivalent productivity, FTEs per organization)



n = 3; Source: IDC Business Value In-Depth Interviews, August 2023
 For an accessible version of the data in this figure, see [Figure 3 Supplemental Data](#) in Appendix 2.

IDC then looked at the post-adoption performance of customer support staff. Study participants reported that these teams had easier access to the various resources and data they needed to alert customers to potential issues and effectively resolve them. Over time, this had positive impacts on customer satisfaction and meant that customer support teams could work more proactively rather than reacting to problems.

After adoption, interviewed companies saw an average of 29% improvements in team efficiency levels, effectively freeing up 2.3 FTEs to focus on other aspects of customer support rather than spending cycles resolving urgent issues that require attention and resources. IDC calculated that each organization saved an annual business value of \$161,000 (see **Table 3**, next page).

TABLE 3

Customer Support Staff Impact

	Before Adobe Campaign Managed Cloud Services	With Adobe Campaign Managed Cloud Services	Difference	Benefit
Number of FTEs per organization per year to do customer support	8.0	5.7	2.3	29%
Equivalent value of staff time per year	\$560,000	\$399,000	\$161,000	29%

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

Business Improvements with Adobe Campaign Managed Cloud Services

Companies told IDC that after implementing Adobe Campaign Managed Cloud Services, they experienced significant benefits with their business operations. These were directly linked to better productivity for marketing teams and a wide array of marketing support teams, including graphics, customer support, IT infrastructure, analytics, mobile and web marketing, and others.

In their comments to IDC, companies stressed the capability of Adobe Campaign Managed Cloud Services to scale up communication with customers by serving as a central hub for delivering mission-critical communications and highly personalized revenue-impacting emails. They observed that Adobe reduced management burdens so teams could focus on other important business needs while leveraging Adobe’s support and knowledge base as an expert partner.

In addition, respondents noted the benefit of working with an easier-to-understand infrastructure that was responsive to quickly changing conditions.

Able to scale up communication with customers (hospitality organization):

“The entire enterprise relies on us to get emails out the door. We have to get communications out as fast as possible. It didn’t used to be that way before this department was set up — now, we can be the central hub to get mission-critical communications and revenue-impacting emails out the door.”

Reduced management burdens mean the ability to focus on other business needs (office supplies company):

“As the email marketing space has become more complicated with respect to tracking, engagement, phishing, spam, etc., and the security around it, the business has found the need to learn and get more involved in these areas. Our switch to Adobe Campaign Managed Cloud Services has allowed us to offload that specific info and make use of our expert partner in Adobe and their knowledge. It allows us to focus on aspects of the business that we need instead of peripheral ones that impact us.”

Easier-to-understand infrastructure and responsive to quickly changing conditions (retail organization):

“It’s twofold. One is demystifying our infrastructure, which helps us ensure that we retain the uptime that we need. To accomplish our business goals, our solution needs to be up 24 x 7; it needs to be very stable. The second thing is helping us integrate and orchestrate the other tools we have with us in our Adobe system.”

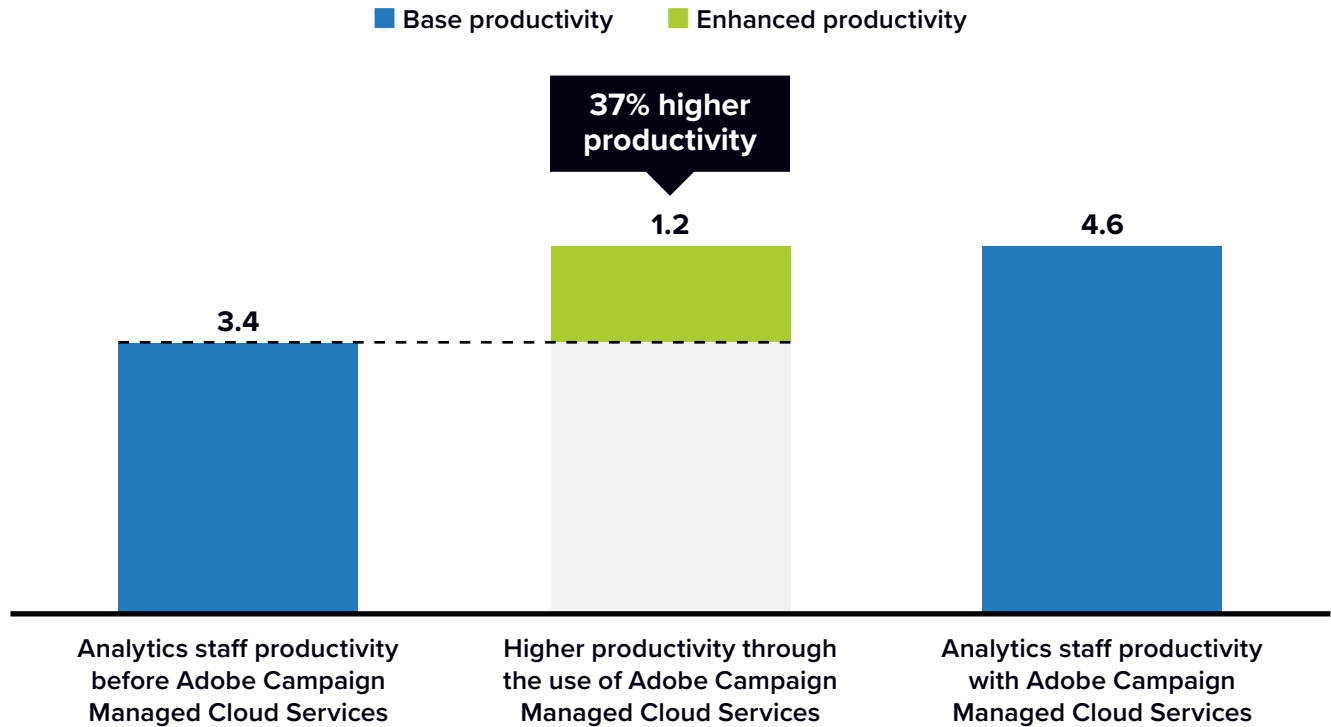
IDC quantified the benefits noted in these anecdotal observations, starting with a deeper dive into staff benefits involving application development and analytics teams. As the data in **Figure 4** (next page) illustrates, after adoption, analytics teams had improved access to the key marketing data to support various marketing projects and campaigns.

After adoption, interviewed companies saw a 37% improvement in team productivity, reflecting improved ability to provide actionable data and insights to other teams, effectively adding 1.2 FTEs to existing staffing levels without actually having to hire additional people. IDC calculated this at an annual productivity-based business value of \$136,500 for each organization (see **Figure 4**).

FIGURE 4

Analytics Staff Impact

(Equivalent productivity, FTEs per organization)

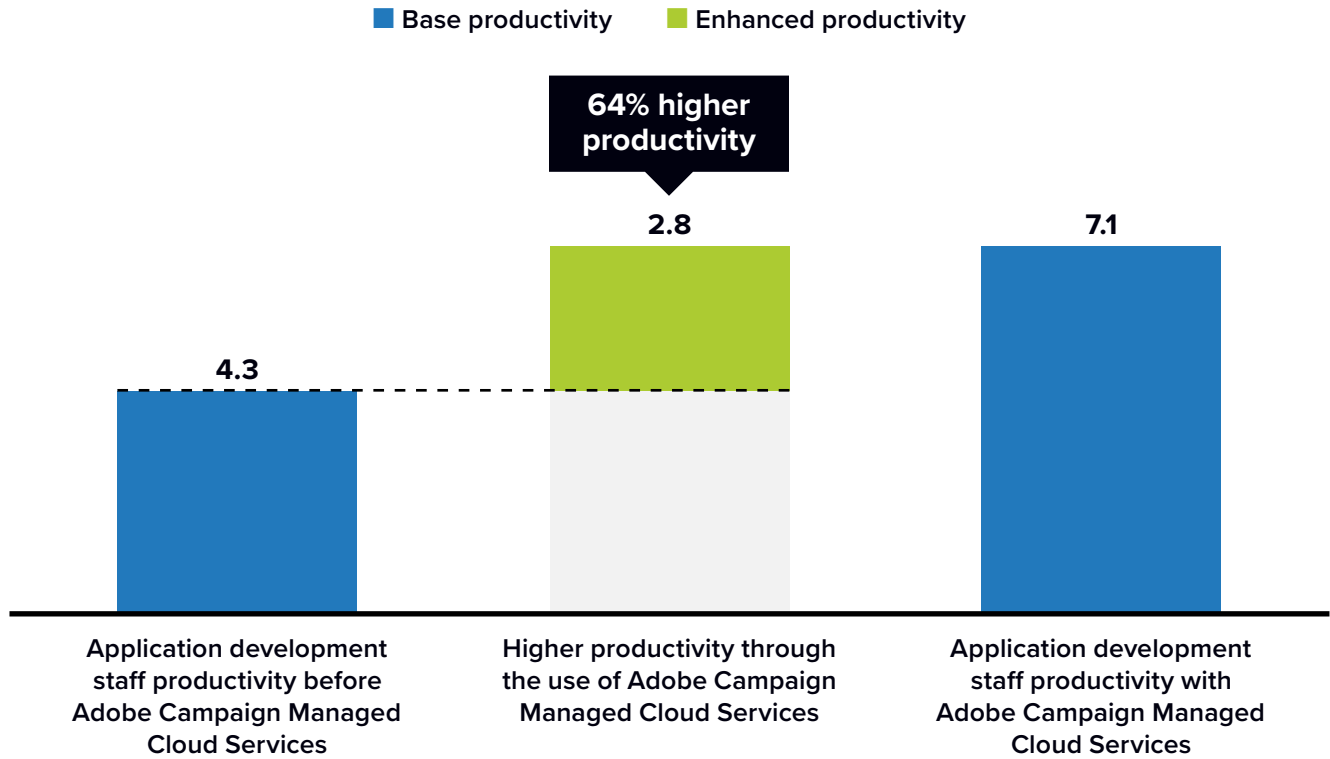


n = 3; Source: IDC Business Value In-Depth Interviews, August 2023
 For an accessible version of the data in this figure, see [Figure 4 Supplemental Data](#) in Appendix 2.

Similar benefits were realized for application development and DevOps teams. Using Adobe Campaign Managed Cloud Services, these teams found that they could easily scale up their marketing-related projects.

Figure 5 (next page) shows these impacts. After adoption, interviewed companies saw a 64% productivity boost for their application development teams. This amounted to 4.3 FTEs having the productivity levels of 7.1 FTEs without needing to hire additional headcount. IDC calculated that this benefit resulted in an annual business value of \$279,400 for each organization.

FIGURE 5
Application Development Staff Impact
 (Equivalent productivity, FTEs per organization)



n = 3; Source: IDC Business Value In-Depth Interviews, August 2023
 For an accessible version of the data in this figure, see [Figure 5 Supplemental Data](#) in Appendix 2.

In the aggregate, all these staff improvements positively impacted the overall financial results by having more effective marketing campaigns that can capture more revenue. IDC quantified the revenue gains realized from better addressing business opportunities.

Table 4 (next page) shows significant gains via business enablement, with \$7.87 million in total additional annual revenue for each organization. IDC’s financial model applies a 15% operating margin assumption, resulting in average net revenue gains of \$1.18 million per organization.

TABLE 4
Business Operations and User Impact

	Per Organization
Total additional revenue per year	\$7.867M
Assumed operating margin	15%
Total recognized revenue, IDC model, per year	\$1.180M

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

Study participants also reported their IT infrastructure teams found Adobe Campaign Managed Cloud Services easy to manage, especially with the available Adobe support. After adoption, these teams saw a 38% increase in efficiency, freeing up 1.8 FTEs to work on other projects. This resulted in an annual efficiency-based business value of \$181,300 for each organization.

TABLE 5
IT Infrastructure Management Staff Impact

	Before Adobe Campaign Managed Cloud Services	With Adobe Campaign Managed Cloud Services	Difference	Benefit
Number of FTEs per organization per year to manage IT infrastructure	4.8	3.0	1.8	38%
Equivalent value of staff time per year	\$483,300	\$302,100	\$181,300	38%

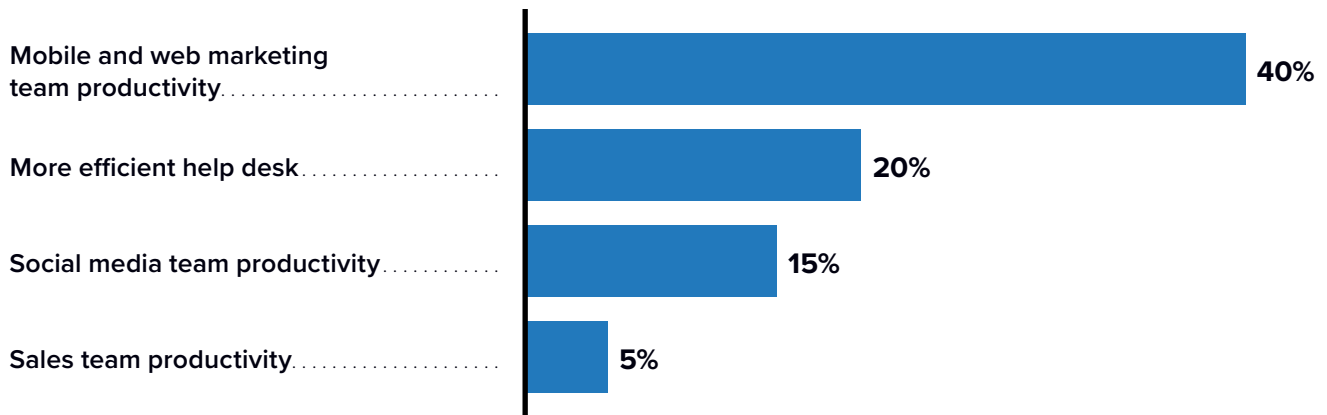
n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

Finally, IDC found that interviewed companies realized additional benefits for staff members and teams in four other key marketing-related areas:

- Mobile and web marketing
- Help desk
- Social media
- Sales

Figure 6 shows comparative levels of improvement for these four teams. The greatest improvements were seen for mobile and web marketing (40%) and help desk (20%).

FIGURE 6
Organization-Specific Quantitative Benefits
(Percentage of improvement)



n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

Challenges and Opportunities

When scoped and implemented properly, managed services can be an operationally and economically attractive proposition for marketers. However, if the challenges are not explicitly understood and planned for, they will reduce the return on investment.

Challenges include:

- **Vendor lock-in**

Managed services, like all cloud subscription contracts, tie you to a specific cloud provider's ecosystem. This can make it difficult to switch providers. Customers should have a decommissioning plan built into their managed service contracts.

- **Limited customization**

Managed services are designed to be easy to use and to reduce the burden on internal IT resources, but they may not offer the customization of self-managed solutions. Customers should understand the degree of customization they need and the provider's ability to support future requirements.

- **Cost management**

While managed services reduce some operational costs, they should be closely monitored for usage and potential overruns.

- **Integration challenges**

Integrating managed services into existing infrastructure can be complex. Customers should define short- and long-term integration requirements upfront and assess the depth of their vendor's APIs and the need to build custom connectors or middleware to bridge the gap between internal systems and managed offerings.

- **Scaling issues**

Managed services are designed to scale automatically, but customers should monitor and plan for scaling properly. If done incorrectly, scaling may cause performance bottlenecks or increased costs.

- **Data transfer costs**

Moving data in and out of the cloud can incur additional costs, which should be explicitly understood prior to committing to any managed service.

- **Compliance and data governance**

Depending on the industry and region, compliance with data protection and privacy regulations can be a significant challenge when using managed services. Ensuring that the managed service complies with these regulations is essential.

To address these difficulties effectively, it is vital to plan thoroughly, implement proper monitoring and automation, and have a clear understanding of the trade-offs between the benefits and drawbacks of managed services. Additionally, having contingency plans in place, such as multicloud or hybrid cloud strategies, can mitigate some of these challenges.

Conclusion

Efficient and effective marketing technology requires proper planning, implementation, and integration services specifically tailored to existing and expected campaign workloads, workflows, and overall go-to-market strategies. Questions about data sources, governance, and compliance need to be woven into segmentation and personalization processes, which need to align with audiences, offers, and engagement tactics across paid, earned, and owned media, which in turn need to be measured and reported on holistically. All this while the market continues to change, buyer behavior shifts, regulatory environments become more stringent, and AI innovation creates new challenges and opportunities. It's a rare marketing organization that can handle all this without impinging on their capacity to do marketing, especially if this is the first lift and shift from on-premises systems to cloud. Using Adobe Campaign Managed Cloud Services can relieve marketing from having to rely on internal IT resources and getting bogged down by the technical details of implementing an appropriate technology infrastructure to suit their current and future needs.

IDC's research noted that after adoption, users saw double-digit improvements in productivity across key metrics, adding hundreds of thousands of dollars in productivity-based business value across teams:

- 55% higher productivity for marketing staff
- 64% higher productivity for graphics and web staff
- 29% higher productivity for customer support staff
- 41% higher productivity for analytics staff
- 64% higher productivity for application development staff
- 38% increase in efficiency in management of IT infrastructure

Additionally, 40% of those interviewed noted the greatest improvement in mobile and web marketing.

By working with Adobe Campaign Managed Cloud Services, marketers can accelerate their time to production by outsourcing some or all of planning and project management, system integration and customizations, campaign execution, performance measurement, best practices, and training. IDC's research showed business value benefits to marketers, ultimately leading to positive impacts on customer satisfaction and revenue gains across the organization.

Appendix 1: Supplemental Data

This appendix provides an accessible version of the data for the complex figures in this document. Click “Return to original figure” below each table to get back to the original data figure.

FIGURE 2 SUPPLEMENTAL DATA

Marketing Staff Impact

	Marketing staff productivity before Adobe Campaign Managed Cloud Services	Higher productivity through use of Adobe Campaign Managed Cloud Services	Marketing staff productivity with Adobe Campaign Managed Cloud Services
Base productivity	6.3	9.8	9.8
Enhanced productivity		3.5	

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

[Return to original figure](#)

FIGURE 3 SUPPLEMENTAL DATA

Graphics and Web Staff Impact

	Graphics and web staff productivity before Adobe Campaign Managed Cloud Services	Higher productivity through use of Adobe Campaign Managed Cloud Services	Graphics and web staff productivity with Adobe Campaign Managed Cloud Services
Base productivity	3.5	5.7	5.7
Enhanced productivity		2.2	

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

[Return to original figure](#)

Appendix 2: Supplemental Data (continued)

FIGURE 4 SUPPLEMENTAL DATA

Analytics Staff Impact

	Analytics staff productivity before Adobe Campaign Managed Cloud Services	Higher productivity through use of Adobe Campaign Managed Cloud Services	Analytics staff productivity with Adobe Campaign Managed Cloud Services
Base productivity	3.4	4.6	4.6
Enhanced productivity		1.2	

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

[Return to original figure](#)

FIGURE 5 SUPPLEMENTAL DATA

Application Development Staff Impact

	Application development staff productivity before Adobe Campaign Managed Cloud Services	Higher productivity through use of Adobe Campaign Managed Cloud Services	Application development staff productivity with Adobe Campaign Managed Cloud Services
Base productivity	4.3	7.1	7.1
Enhanced productivity		2.8	

n = 3; Source: IDC Business Value In-Depth Interviews, August 2023

[Return to original figure](#)

About the IDC Analysts



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Gerry Murray is a Research Director with IDC's Marketing and Sales Technology service where he covers marketing technology and related solutions. He produces competitive assessments, market forecasts, innovator reports, maturity models, case studies, and thought leadership research.

[More about Gerry Murray](#)



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Harsh V. Singh is a senior research analyst for IDC's Business Value Strategy Practice, responsible for developing return-on-investment and cost-savings analysis on enterprise technological products. Harsh's work covers various solutions that include datacenter hardware, enterprise software, and cloud-based products and services. Harsh's research focuses on the financial and operational impact these products have on organizations that deploy and adopt them.

[More about Harsh Singh](#)

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