



Canadian Financial Industry Strategies

AN IDC FINANCIAL INSIGHTS RESEARCH ADVISORY SERVICE

On a global basis, executives struggle to balance the day-to-day demands of tactical IT improvements with the need to view IT as a strategic priority for their long-term success. Canadian financial services firms are no different in that regard. By assessing the business drivers unique to the Canadian market and the related technology enablers, we help clients better target and focus on the key IT opportunities in one of Canada's largest IT market segments, the financial services sector. IDC Financial Insights' *Canadian Financial Industry Strategies* examines the strategies organizations are using across core systems, enterprise applications, and infrastructure technologies. Our in-country advisors actively engage with management teams to provide strategic guidance to the financial services and vendor communities.

Approach

IDC Financial Insights' *Canadian Financial Industry Strategies* equips financial institutions and IT vendors with the market insights, competitive analysis, and demand-side adoption trend information necessary to make informed, critical decisions on their technology investments and market positioning.

Topics Addressed

Throughout the year, this service will address the following topics:

- IT expenditures and buying behaviors in the financial services market by segment (banking, insurance, and capital markets)
- Financial services firms' perceptions of IT vendors
- Regulatory developments and changing industry structures and priorities
- New business drivers for Canadian financial services organizations

Key Questions Answered

Our research addresses the following issues that are critical to your success:

- What are the unique dynamics within the Canadian financial services sector, and how will they impact the industry in the future?
- What are the current and emerging strategic business priorities of the Canadian financial services sector?
- Which technologies and services are financial institutions investing in to support their business strategies?
- Who are the key IT vendors in the Canadian financial services industry?
- How large are the opportunities to sell IT solutions into the financial services industry, and how will that market evolve over the next five years?
- How can technology vendors target their solutions to capitalize on these opportunities?

Who Should Subscribe

IDC Financial Insights' *Canadian Financial Industry Strategies* provides business managers and executives within Canadian banking, insurance, and financial markets institutions and the technology product managers and marketers that support the industry with timely and accurate data and advice. Our ongoing and continual interaction with our clients truly assists them to make better-informed decisions and improve their operations and competitiveness.

Return on Research Investment

Core Benefits:

- Concise guidance on IT trends and challenges in customer strategies, delivery channel infrastructure, or enterprise technologies and compliance
- Analysis of key IT vendors in the Canadian financial services industry
- Strategic advice on current and emerging strategic business priorities of the Canadian financial services sector
- Distinct extension of internal market research to validate market strategies
- Guidance for more responsive, customer-centric marketing campaigns
- Competitive positioning and recommended partnerships

Standard Subscription Deliverables

IDC Financial Insights values building client relationships and strives to foster a partnership with each client through continuous analyst interaction; timely delivery of current, concise, and relevant research; as well as custom research when needed. Each advisory service delivers strategic research covering business and technology issues. A summary of the basic service deliverables available to subscribers includes the following:

- Analyst inquiry time specific to the advisory service area
- 24 x 7 research access via www.idc-fi.com
- Discounted admission to specific IDC Financial Insights or IDC conferences
- Complimentary forum invitations (Web conferences, industry briefings)

Join Our Community

Our IDC Insights Community is designed to enable technology buyers to engage with our industry analysts, share knowledge and best practices, and connect with colleagues. To participate in our community, members create a profile to:

- Participate in our discussions in our blogs, forums, and polls
- Learn about and share best practices, tips, tricks, and tools related to business/technology alignment
- Network with colleagues and join groups within each industry
- Provide feedback to IDC's industry analysts and hear what we're up to

Visit us at: <http://idc-insights-community.com> and join our conversations.

Related Offerings

Related offerings to our industry-specific research practices include IT Spending Guides — segmented regional and country-level analysis by solution area; Go-to-Market Services (GMS) — a modular set of deliverables to assist clients in extending their market reach, validating their market strategy, and producing more responsive customer-centric marketing campaigns; and IDC Advisory Tools — a growing set of solutions designed to ensure clients that technology purchasing and deployment decisions are optimized. In addition, IDC Financial Insights experts are available for individualized consulting engagements to address specific challenges or to customize the results of our syndicated research offerings.

FOR MORE INFORMATION, PLEASE VISIT WWW.IDC-FI.COM OR EMAIL INFO@IDC-FI.COM.



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IDC Financial Insights assists financial service businesses and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of industry experience, our global research teams analyze and advise on business and technology issues facing the banking, insurance, and securities and investments industries. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary