

Introducing Omdia: The new, global technology research powerhouse

September 2020

Brought to you by Informa Tech



OMDIA

Our customers are operating
in unprecedented times

5G

\$140B

More than \$140 billion in 5G
revenue opportunities for mobile
operators are at stake between
2020-2024

AI

12x

Global AI software revenues
set to grow 12-fold
to \$126 billion in 2025.

**Digital
Transformation**

91%

91% of enterprises in
Omdia's latest ICT
Enterprise Insights survey
have yet to complete
digital transformation

IoT

50B

By 2030, there will be nearly 50
billion devices in the global IoT
installed base

Cybersecurity

11%

Only 11% of enterprises
have a fully developed
cybersecurity plan in place;
Projected cybersecurity
spending to reach \$20
billion in 2020

Only Omdia can connect the dots across the entire technology value chain—from silicon to subscribers.

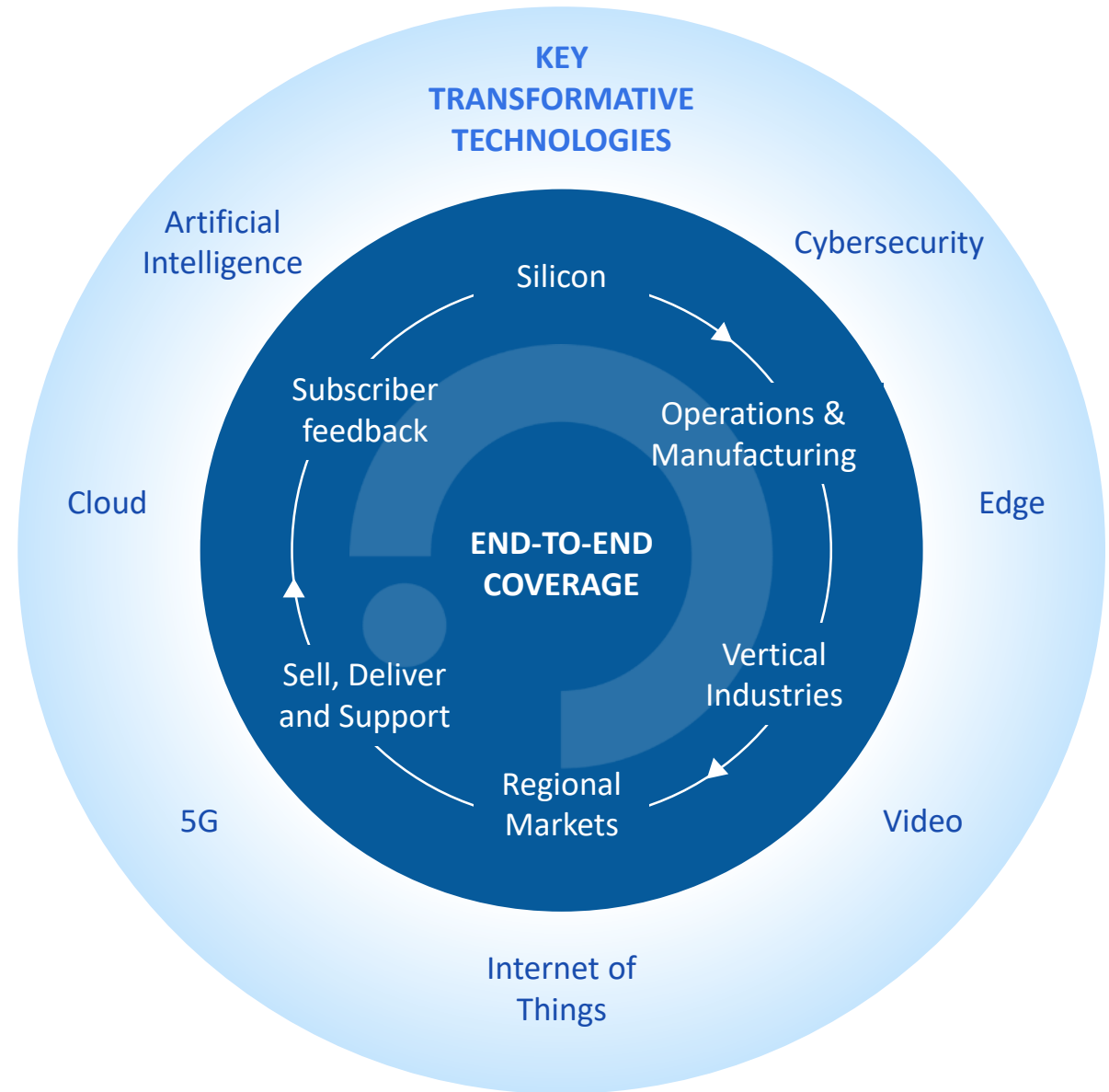
Master your markets, prioritize the right investments and continue to innovate.

Our capabilities:

- Technology markets research
- Consulting
- Go-to-market services

Clients receive pro-active support:

- Ask an Analyst
- Global client support



Our customers are leading players across the digital economy

 **9 of the 10** largest management consultancies

 **9 of the 10** largest telecom companies











 **All 5 leading** US Consumer Tech Platforms (FAANG)

 **All 10 largest** technology vendors

 **4 of the 5 largest** global media businesses

 **9 of the 10 largest** investment banks

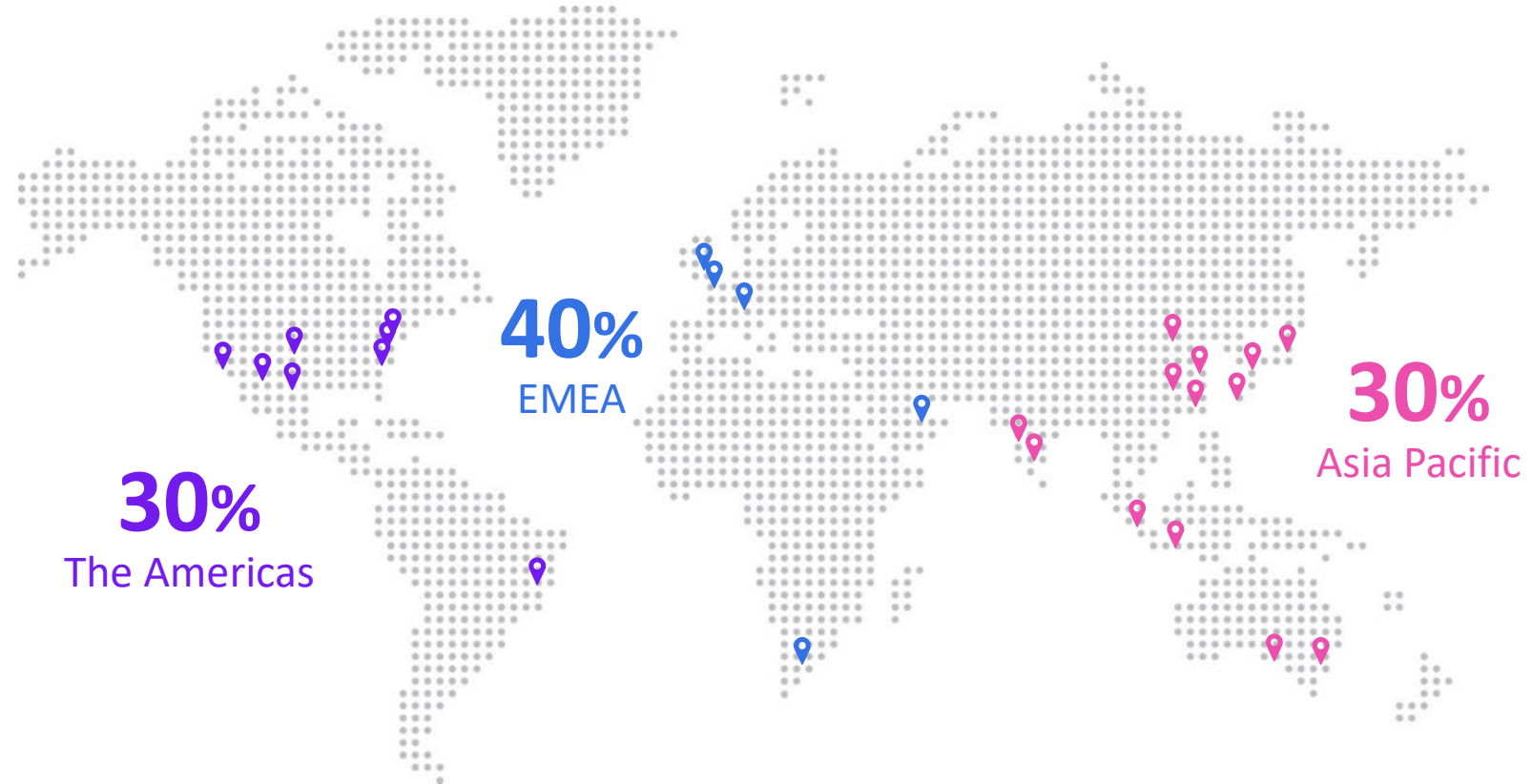
OUR SECTORS

									
TELECOMMUNICATIONS	MANUFACTURING	MEDIA & CONSUMER	PROFESSIONAL SERVICES	DEVICES, COMPONENTS, DISPLAYS	CHEMICALS	GOVERNMENT	SECURITY	IT VENDORS	HEALTHCARE

Access the most timely, reliable, and extensive intelligence to reach your growth markets.

Omdia's customers operate in 180+ countries. Our resources are aligned to where you do business today, and where you aspire to be tomorrow.

Our team of 400+ analysts and consultants is located across the globe in 25 research locations



Our customers make, buy, sell, and use technology products and services

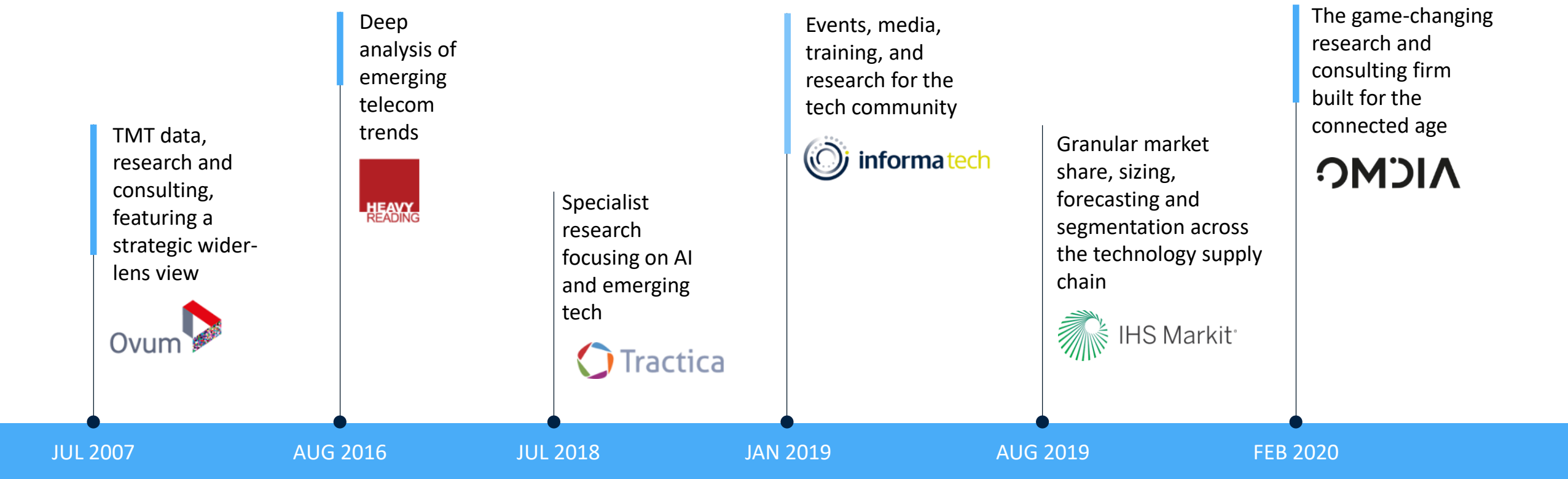
They require the highest-caliber
research, data, and expertise to
succeed at their jobs



Who we are

Om·di·a | / OM-dee-uh / meaning “All seeing, today and tomorrow” from *omni* (all) and *dia* (day).

A technology research and data powerhouse built from best-in-class companies



How we work with you

We focus on understanding your business in depth and then bringing you only the most relevant content expertise

OUR CAPABILITIES

TECHNOLOGY MARKETS RESEARCH		CONSULTING	GO-TO-MARKET SERVICES		
Subscription Services/Individual Reports					
42+	200+	800+	2,000+	100+	
TMT MARKET SEGMENTS	MARKETS	PROJECTS ANNUALLY	EXECUTIVE INTERVIEWS/YEAR	WHITEPAPERS/YEAR	
11,200+	3,000+		80K+	200+	
COMPANIES TRACKED	TOPICS		PRIMARY RESEARCH RESPONDENTS/YEAR	WEBINARS/YEAR	
				100+	
				INDUSTRY BRIEFINGS/YEAR	

PRO-ACTIVE SUPPORT

ASK AN ANALYST	GLOBAL CLIENT SUPPORT
400+	90
ANALYSTS & CONSULTANTS	ACCOUNT MANAGERS
	19
	CUSTOMER SUCCESS MANAGERS

NEW

Cross-product methodology

OMDIA UNIVERSE

For buyers: Compare suppliers before you purchase
For vendors: Use the Omdia Universe recognition in your go-to-market messaging

What if you could reach **4+ million more** of our customers with your marketing message and up to 30 million prospects?

Omdia’s ties to Informa Tech provide you with even greater resources, reach, and invaluable customer feedback.

EVENTS

250+ 225K
EVENTS ATTENDEES

MEDIA

40 4M
MEDIA SITES MONTHLY READERS

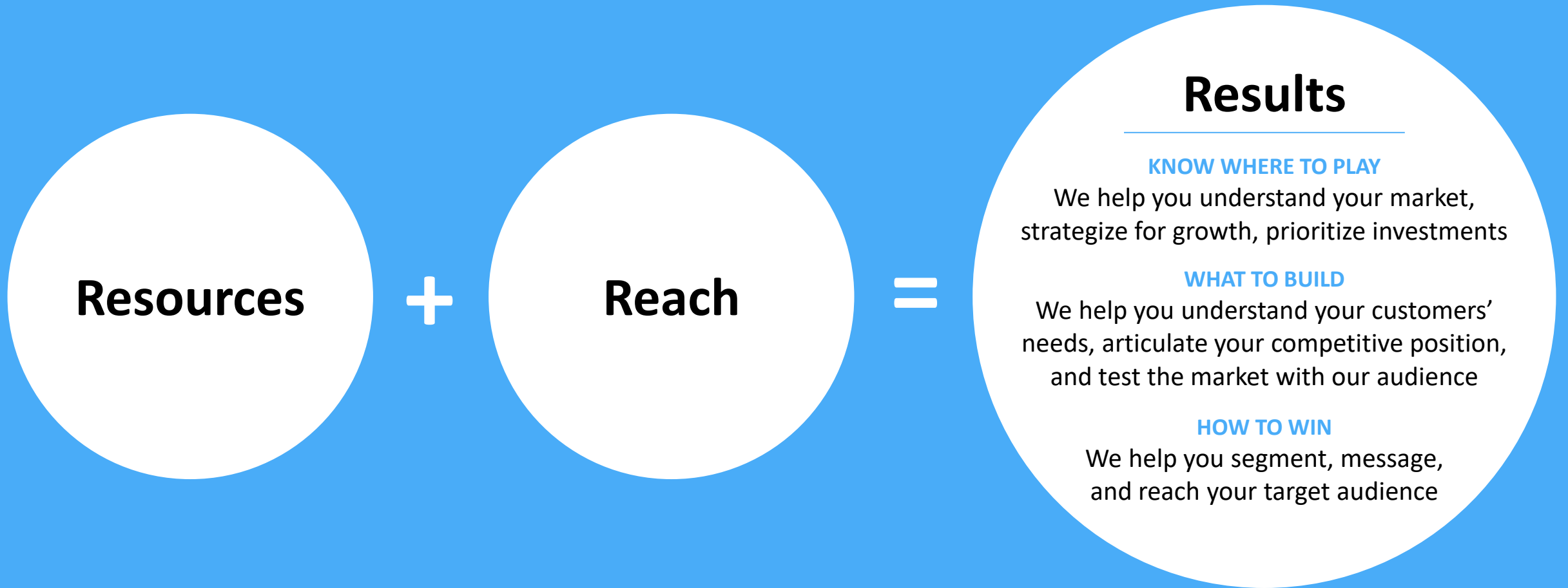
TRAINING

654 27,483
TRAININGS STUDENTS



over 4M + 30M
AUDIENCE MARKETING DATABASE CONTACTS

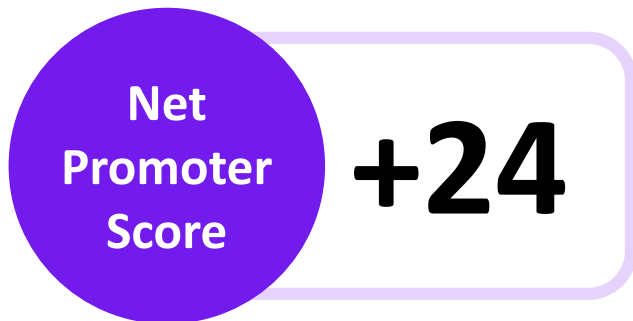
Access unparalleled resources and reach to achieve results



Don't just take
our word for it



*93% = YTD figure



“ **Ask an Analyst** is really useful for a quick check and for validating our own thinking.

“ Responded to request for access within minutes and offered an online demo for me to become acquainted.

“ Extremely knowledgeable and very good insights based on a thorough understanding of the technology market.

“ Interesting insights delivered with great clarity.

“ Useful information with data that's easy to understand.

“ Prompt and efficient, even in this COVID-19 situation.

In these unprecedented times, get the insights you need to keep your business running and to be resilient for the future.

Are you ready to see how Omdia can connect the dots for you?

Contact
Pascal Korte
Account Manager
pascal.korte@omdia.com