

# Target and Grow Key Accounts

Understand tech budgets and map supplier spending with IDC Wallet. Define your target accounts with accurate insight into budgets and spending of major tech buyers.



## Two Wallets Provide Tech Budget Breakdowns and Share-Of-Wallet For:

**153k+**  
Tech Buyer  
Organizations

**100+**  
Technologies /  
Services

**\$2T+**  
Of Global Tech  
Spending

**50+**  
Geographies

## Discover rich insights with powerful tools and models to:

Enable All Levels of Marketing and Sales



Guide territory plans, demand gen goals, and account-based efforts.

Prioritize Efforts for the Biggest Tech Buyers



Align commercial efforts to the top opportunities for your business.

View Budget Allocations and Supplier Details



Get budget breakdowns by tech category and supplier names.

## Subscribe to IDC Wallet data two ways:

### Complete Dataset

Get unlocked access to the entire dataset.

### Geographically Configured Dataset

Right-size your coverage for the geos that matter now and scale as your needs expand.

### Subscriptions Also Include:

Direct access to experts and analysts who can support your analysis.

Optional subscription add-ons to provide even more data-driven insight (not available in all IDC Data & Analytics products).

[BOOK A DEMO >](#)