

# IDC MarketScape Promotional Guidelines

*Press Release Guidelines and Permissions*

# Powerful Ways to Leverage Your IDC MarketScape Position in your Promotions

	Non-Client	Client	Client	Client
1. Access to Full IDC MarketScape Report on <a href="http://idc.com">idc.com</a>	No	Yes	Yes	Yes
2. License to an IDC MarketScape Excerpt Package	No	No	<b>IDC MarketScape Vendor Profile Excerpt License</b>	<b>IDC MarketScape Graphic Excerpt License</b>
<b>Promote Your Company's IDC MarketScape Position</b>				
Quote your company's position in the IDC MarketScape	✓	✓	✓	✓
Quote two verbatim sentences from the report		✓	✓	✓
Request a custom analyst quote for your promotions		✓	✓	✓
Quote additional content beyond two sentences			✓	✓
Display the IDC MarketScape Graphic (not in Press Releases)				✓
<b>Inform, Nurture and Engage Your Audience By Reading the IDC MarketScape Excerpt</b>				
Link to the full IDC MarketScape report on <a href="http://idc.com">idc.com</a>	✗	✗	✗	✗
Host the full IDC MarketScape report on your website	✗	✗	✗	✗
Host your IDC MarketScape excerpt featuring your company on your website			✓	✓
Read unbiased key insights on the market, expert opinion, advice for tech buyers & the IDC MarketScape's full evaluation (vendor profile) of your company			✓	✓
Showcase your position in the IDC MarketScape vendor landscape via the IDC MarketScape graphic				✓

# Specific Press Release and Marketing Use Guidelines for IDC MarketScape

IDC allows all vendors included in the report to issue a press release whose sole purpose is to announce their inclusion in an IDC MarketScape report. This is an exception to IDC's normal policies.

## Do's

- Do say "a Leader" or "a Major Player" or "Named to the Leaders Category"
- Do use IDC MarketScape in the headline or subhead of the Press Release\*
- Do provide full sourcing in this format – IDC MarketScape: doc name, doc #, and pub date
- Branding: Collateral should be in the clients Brand:
  - Vendor Logo should be at top of all collateral.
  - IDC logo can be used at bottom of collateral, 50% the size of Vendor Logo

## Don'ts

- Don't use "the Leader", "leads", "leading", "stands out"
- Don't use comparisons or naming of competitors or competitive products by name
- Don't mention "scores" related to the IDC MarketScape
- Don't use superlatives (e.g. highest, most, top, best, etc.) in relation to the IDC MarketScape results
- Don't use the word "ranking" or any language that insinuates the IDC MarketScape is a ranking. It is not.
- Don't use the IDC MarketScape graphic in client DISTRIBUTED PR (even if the graphic license has been purchased) that goes over the Wire.
- Don't talk about where the company is in the graphic other than to say the position the company was named in the report
- Don't paraphrase the IDC MarketScape report content. All content needs to be verbatim from the report.

# Disclaimers for IDC MarketScape PR and Graphic

## For an IDC MarketScape Graphic

Graphic cannot be used in Press Release that go over the Wire

All use of the IDC MarketScape graphic outside of the full research document or Excerpt must include the following:

- **Standard descriptive text:** *IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of technology and suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier's position within a given market. The Capabilities score measures supplier product, go-to-market and business execution in the short-term. The Strategy score measures alignment of supplier strategies with customer requirements in a 3-5-year timeframe. Supplier market share is represented by the size of the icons.*
- IDC Copyright
- Source the document from which the graphic was culled: Title, author, IDC document number, month, year

## For an IDC MarketScape Press Release

The following is the standard description of an IDC MarketScape that must be used within a press release.

- **About IDC MarketScape:** *IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of technology and service suppliers in a given market. The research utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each supplier's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of technology suppliers can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective suppliers.*

# Process to Request Permission to Promote Your IDC MarketScape Position

**To secure permission for external/public use of content from an IDC MarketScape:** A request must be sent to [permissions@idc.com](mailto:permissions@idc.com), along with the following requirements:

**1. Submit Promotional Materials No Earlier than 48 Hours prior to the IDC MarketScape Publishing**

**2. Attach the following material in your request:**

- A draft of the press release and/or marketing collateral, and the context for which it will be used
- The name (source) of the IDC MarketScape Report
- Indicate if your company is a client of the IDC MarketScape Report on idc.com

**3. Permissions Review Timing:** 3-5 Business Days

**4. Without IDC's prior written permission, vendors may not:**

- Reproduce or reformat IDC research;
- Distribute IDC research to non-employees of your company (including suppliers, affiliates, partners, contractors, investors, customers, or reporters);
- Post IDC research on any external website with purchasing an external distribution license from IDC
- All promotional usage must be approved by IDC Permissions. IDC will not provide blanket approvals for use of IDC claims and research.
- IDC does not allow external usage of content from IDC reports older than 18 months.

**5. Helpful Permissions Documentation:**

- [IDC Logo Usage Guidelines](#)
- [IDC Content Usage Guidelines](#)



## For Additional Information:

**For IDC MarketScape Excerpt Inquiries:** [customsolutionsww@idc.com](mailto:customsolutionsww@idc.com)

**For Permissions Inquiries:** [Permissions@idc.com](mailto:Permissions@idc.com)



IDC.com



[linkedin.com/company/idc](https://www.linkedin.com/company/idc)



[twitter.com/idc](https://twitter.com/idc)



[blogs.idc.com](https://blogs.idc.com)

## Appendix: Examples

*All client promotions must be approved by IDC Permissions at [permissions@idc.com](mailto:permissions@idc.com)*

## Accenture Positioned as a Leader in IDC MarketScape for Worldwide Cloud Professional Services 2022

NEW YORK; May 17, 2022 – Accenture (NYSE: ACN) has been positioned as a Leader in the IDC MarketScape Worldwide Cloud Professional Services 2022 Vendor Assessment (Doc #US48061322, April 2022).

The [IDC MarketScape](#) assessed the 2022 cloud professional services market through the IDC MarketScape model, providing a quantitative and qualitative analysis of the characteristics that highlight each vendor's success in the marketplace. This evaluation is based on a comprehensive framework and set of parameters expected to be most conducive to success in providing cloud professional services in both the short term and the long term.

According to the report, "It is hard to pick out a singular strength beyond the fact that Accenture is strong in virtually everything IDC evaluated. Several buyers noted Accenture had done a fantastic job, often very quickly. One buyer, in the utilities sector, said that Accenture gave it the best education about the sector it had ever had. Referrals are another strong factor. While none of the cloud service providers like to state so publicly so as to maintain harmony with all their implementation partners, buyers shared examples where they were informed by a cloud service provider that Accenture was preferred among its partners." "Accenture — with its strong industry knowledge, industry cloud offers, and breadth of technology services that span from consulting all the way to managed services — can fulfill cloud technology implementation needs at a global scale," said Gard Little, vice president of Global Services, Markets and Trends at IDC.

Karthik Narain, global lead of Accenture Cloud First, said, "Cloud is no longer just a migration destination. It is foundational to enterprise reinvention and business resilience. It's an operating model for innovation and a place where many of the world's technology breakthroughs are happening — from AI, to edge computing, to the metaverse. This recognition from the IDC MarketScape further validates our approach to cloud as a driver of business change, not just a technology change. We are helping our clients shape, move and operate their business on cloud and get to value faster."

This research assessed 20 service providers in global cloud professional services. The scope of this analysis included IT consulting, systems integration, network consulting & integration, and custom application development — professional services around the plan, design and build phase — for both hybrid and multi-cloud delivery models.

### About IDC MarketScape

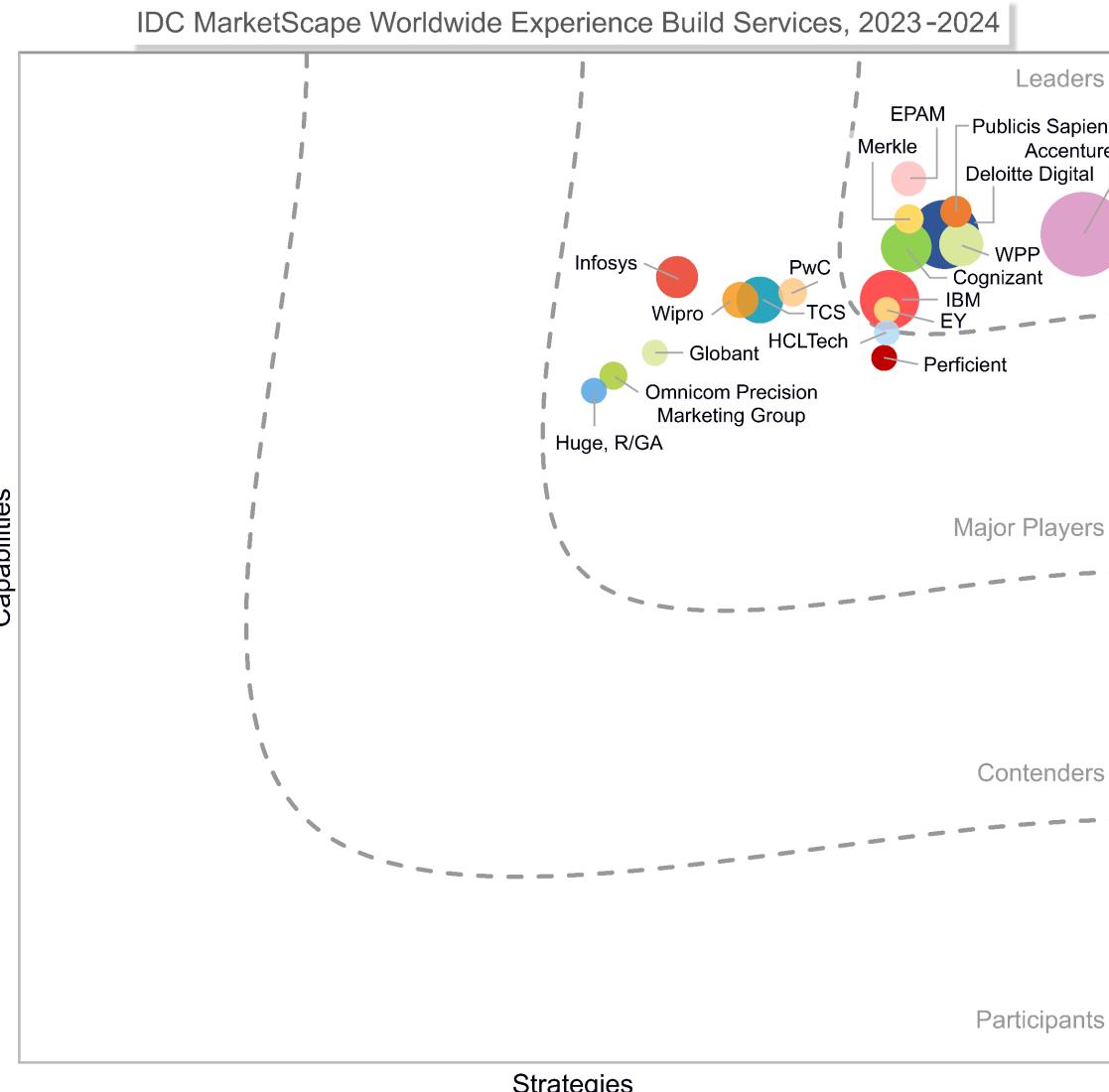
IDC MarketScape vendor assessment model is designed to provide an overview of the competitive fitness of ICT (information and communications technology) suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT and telecommunications vendors can be meaningfully compared. The framework also provides technology buyers with a 360-degree assessment of the strengths and weaknesses of current and prospective vendors.

### About Accenture

Accenture is a global professional services company with leading capabilities in digital, cloud and security. Combining unmatched experience and specialized skills across more than 40 industries, we offer Strategy and Consulting, Interactive, Technology and Operations services — all powered by the world's largest network of Advanced Technology and Intelligent Operations centers. Our 699,000 people deliver on the promise of technology and human ingenuity every day, serving clients in more than 120 countries. We embrace the power of change to create value and shared success for our clients, people, shareholders, partners and communities. Visit us at [accenture.com](#).

# # #

# Example: Stand-Alone IDC MarketScape Graphic Use (Must Use Graphic Source and Description)



**Source:** "IDC MarketScape: Worldwide Experience Build Services 2023-2024 Vendor Assessment", By Douglas Hayward , December 2023, Doc. #US49988323

*IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the circles. Vendor year-over-year growth rate relative to the given market is indicated by a plus, neutral or minus next to the vendor name.*

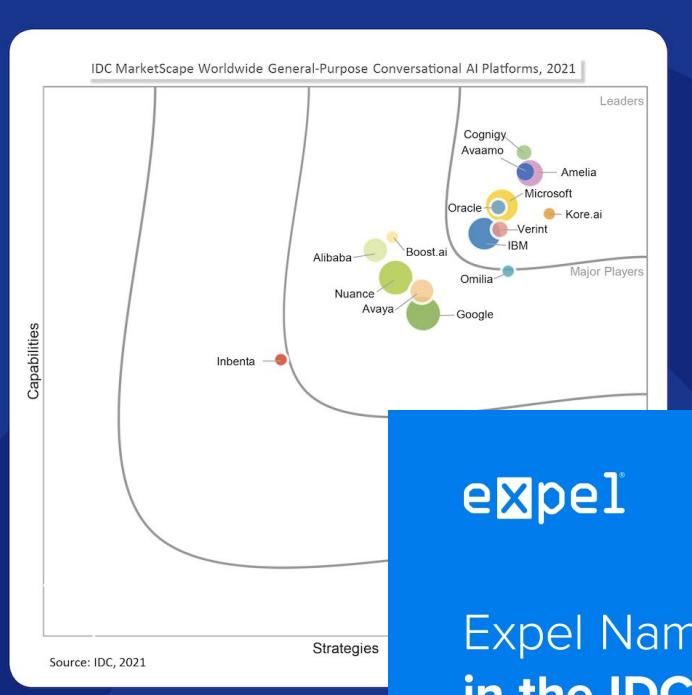
## Example: Vendor-Created Social Tile

COGNIGY

Cognigy named a  
**LEADER** in the  
**IDC MarketScape**

for Worldwide General-Purpose  
Conversational AI Platforms 2021

IDC



eXpel

Expel Named a **Leader**  
**in the IDC MarketScape**  
for U.S. Managed Detection  
and Response Services

Read it now!

IDC

# Example: Vendor Registration Page

COGNIGY



## Cognigy Named an IDC MarketScape Leader for Conversational AI Platforms

Cognigy.AI recognized for strengths in:

- **Strong technology support:** Cognigy has developed very strong natural language processing capabilities as well as

## IDC MarketScape: Worldwide General-Purpose Conversational AI Platforms 2021

### Download the Report

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Your company email



Products Solutions Services Customers Partners Resources About Us

Carriers & Names Five9 a Magic Quadrant Leader



1-800



Pricing & Bundles

## Five9 Named a Leader in the 2024 IDC MarketScape



See why the IDC MarketScape stated, "Consider Five9 when looking for a company that works directly with its customers through its professional services and implementation engagements. This high-touch aspect will be particularly important as AI capability is built out and customers' ability to absorb the technology and thought processes required."

Discover:

- Why Five9 was named an IDC MarketScape Leader
- AI-Driven CCaaS Evolution: Understand how AI integration is transforming Contact Center-as-a-Service (CCaaS) platforms, enhancing customer interactions with intelligent automation and analytics.

### Download the 2024 IDC MarketScape Excerpt

\* Email Address:

\* Country:

\* # of Agents:

Download the Report

All fields are required.

By submitting this form you are agreeing to Five9's [Privacy Policy](#) and [Terms & Conditions](#).

Your information is secure and will not be shared.

## Example: Vendor-Created Social-Media Posts



Tenovos

2,860 followers

3mo •

+ Follow

...

We are thrilled to announce that Tenovos has been named a Leader in the [IDC MarketScape: Worldwide Intelligent Digital Asset Management 2024 Vendor Assessment](#).

The report identifies and categorizes the most significant vendors in digital asset management.

[Marci Maddox](#), IDC Analyst, said, "Consider Tenovos when you are a global product company that owns several brands distributing a significant amount of product and marketing content on a daily basis and looking to quantify productivity gains and content performance with a composable DAM."

As part of the evaluation process, Tenovos was recognized for a number of strengths...

Read more:

<https://lnkd.in/eYQsXxHK>

#IDCMarketScape #IntelligentDigitalAssetManagement #DAM #ComposableSoluti

Tenovos Named a Leader In  
IDC MarketScape: Worldwide  
Intelligent Digital Asset Management  
2024 Vendor Assessment

• **Tenovos Named Leader in 2024 IDC MarketScape for  
Digital Asset Management**

[tenovos.com](http://tenovos.com)



Deloitte

15,413,246 followers

1d

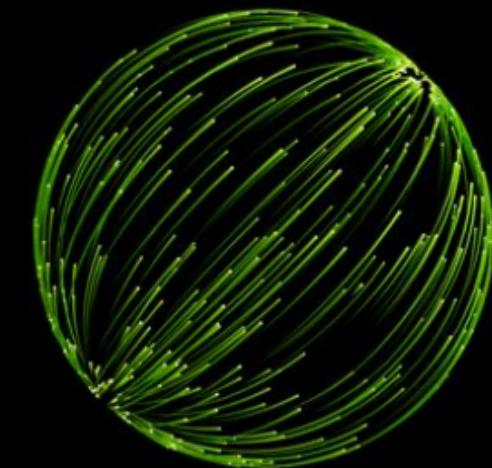
...

Want to leverage the power of [#GenAI](#) to enable [#DigitalTransformation](#)? See why Deloitte is a Leader in the [IDC MarketScape: Software Engineering Services 2023](#).

Save

**Deloitte.**

Deloitte is named a  
Leader in the  
IDC MarketScape:  
Worldwide Software  
Engineering Services 2023.



**Read the excerpt**

[IDC MarketScape: Worldwide Software Engineering Services 2023 Vendor Assessment](#)  
[www2.deloitte.com](http://www2.deloitte.com)

# Accenture is positioned as a Leader in the IDC MarketScape: Worldwide Experience Build Services Vendor Assessment 2023-2024

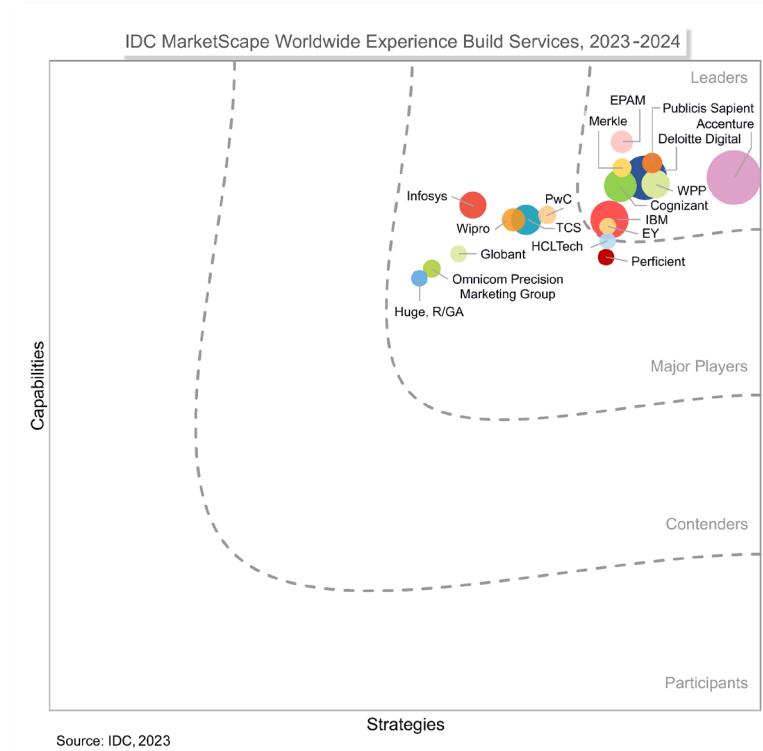
## According to IDC MarketScape analysis

Accenture's design and marketing-focused capabilities are backed by broad and deep capabilities in consulting and IT services, including a strong set of supporting assets and tools. Accenture also has broad and deep capabilities in experience services, through Accenture Song, with strong capabilities in personalization, data/analytics, and business transformation.

Accenture was placed in the Leaders Category in the IDC MarketScape: Worldwide Adobe Experience Cloud Professional Services 2022 Vendor Assessment (doc #US47542221, June 2022) and as a Leader in the IDC MarketScape: Worldwide Experience Design Services 2023-2024 Vendor Assessment (doc #US49988123, December 2023)

Based on conversations with Accenture's clients, the three most highly commended areas were people quality, vendor differentiation, and value creation.

Accenture is potentially a good choice for organizations that want a deep and extremely broad range of business and technology transformation capabilities combined with one of the largest benches of consulting and implementation talent available.



**Source:** "IDC MarketScape: Worldwide Experience Build Services 2023-2024 Vendor Assessment", By Douglas Hayward , December 2023, Doc. #US49988323

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# Example: Vendor-Created Blog: Example 1

## IDC MarketScape Announcement Blog

Author: Murli Thirmule, VP and GM, CNBU

I am delighted to announce that Pure Storage has been recognized as a Leader in the IDC MarketScape: Worldwide Container Data Management 2023 Vendor Assessment (doc #US51367723, November 2023).

We believe this inaugural release of the IDC MarketScape for Worldwide Container Data Management [1] also serves as further validation of the tremendous growth and adoption of Kubernetes and containers as the de-facto standard for building the next generation of applications. The value of running Data on Kubernetes has never been more clear and this report spotlights the importance of container data management as a critical component in unlocking the full potential of Kubernetes, allowing companies to rapidly innovate, deploy, and scale these modern applications. Access your [2] copy of the excerpt today.

IDC MarketScape vendor analysis model is designed to provide an overview of the competitive fitness of ICT suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. The Capabilities score measures vendor product, go-to-market and business execution in the short-term. The Strategy score measures alignment of vendor strategies with customer requirements in a 3-5-year timeframe. Vendor market share is represented by the size of the icons.

### **What the IDC MarketScape had to say:**

According to the IDC MarketScape, "Portworx is generally well suited for most organizations looking for a comprehensive container data and storage management solution, but it aligns particularly well with those that are well underway on their container journey.. *Organizations that are running or looking to run mission-critical applications, databases, CI/CD tools, or AI/ML workloads in containers will want to consider Portworx by Pure Storage.*"

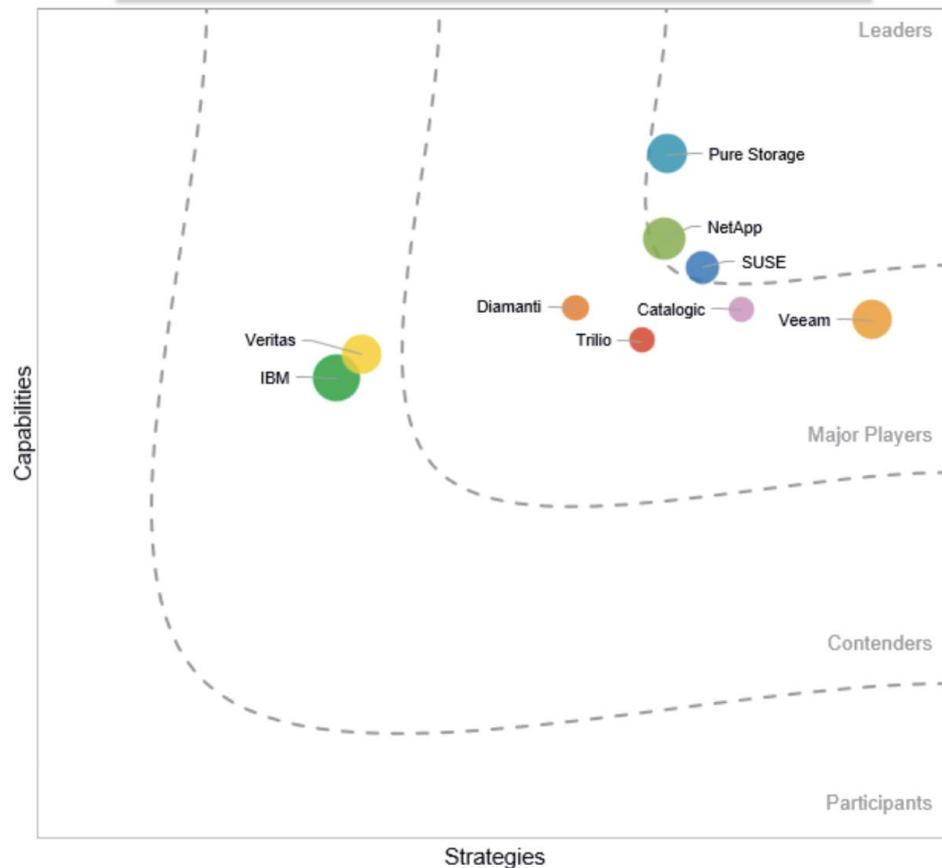
### **How Portworx delivers value to enterprises:**

[SG3] [SG4]

We have purpose-built Portworx from the ground up as a Kubernetes storage and data management solution that is tailored to deliver immediate value to enterprises who are on their container journey. Across our Portworx platform, we deliver a broad set of enterprise-grade capabilities across a wide variety of deployment options with the performance and reliability required for the most data intensive workloads:



IDC MarketScape Worldwide Container Data Management, 2023



### Comprehensive Enterprise-Grade Functionality

Portworx is unique in providing the most comprehensive functionality of any storage and data management solution on the market today because it was purpose-built from the ground up to deliver container-granular, app aware storage and data services. Enterprises across the globe leverage Portworx to secure their data, avoid data loss with synchronous DR, and both migrate and backup their data with just a few clicks. Together these, and many more, storage and data management capabilities help to accelerate developer productivity and drive innovation within the enterprise. For example:

- [\*\*CHG\*\*](#) leveraged Portworx to move scale their workloads in the cloud
- [\*\*A leading US Telco\*\*](#) is using Portworx to enable self-service for persistent storage and DBPaaS

### Flexibility and Breadth of Support

It's impossible to predict what any enterprise architecture will look like in 3 years let alone in 5, 10, or 15 years. That's why Portworx was built to support any Kubernetes distribution (including self-managed and fully managed) running on any on-premises, cloud, hybrid cloud, or multicloud architecture. This provides enterprises with the flexibility they need to both remain vendor-neutral and future-proof their investments. In addition, Portworx is unique in offering database-as-a-service with an extensive catalog of databases ranging from MongoDB to Kafka to Microsoft SQL Server. For example:

- [\*\*JCI\*\*](#) implemented a new multi-cloud development platform with Portworx as the backbone
- [\*\*A large multinational automaker\*\*](#) is using Portworx to build an easy-to-use platform for developers

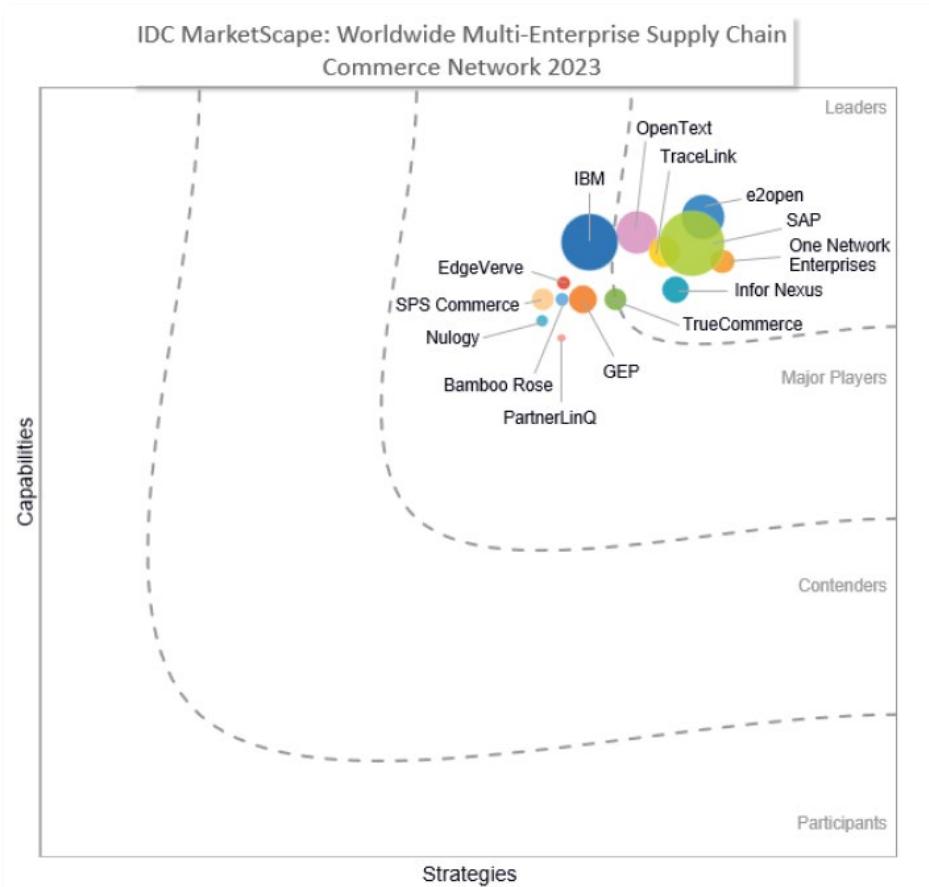
### AI/ML & Data Intensive Workloads:

Last, but certainly not least, one of the key areas that sets us apart is the ability to deliver the storage performance and related features (e.g., app I/O tuning, data locality, etc.,) demanded by data intensive workloads including the rapidly expanding world of Generative AI and the vast amount of data underpinning these models. Portworx also provides the built-in RBAC and encryption in flight and at rest that's required to protect the data associated with these mission-critical applications. For example:

- [\*\*Comcast\*\*](#) relies on the performance of Portworx to support 53 million subscribers on their video-on-demand service
- [\*\*Roblox\*\*](#) built a platform for 70 million gamers with Portworx

For more information, please read the excerpt from the IDC MarketScape and find out how Portworx can help accelerate your container journey today[\[5\]](#).

# “SAP is positioned as a Leader in this 2023 IDC MarketScape for the worldwide multi-enterprise supply chain commerce network market.”



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- SAP is positioned as a Leader in this 2023 IDC MarketScape
- 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 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 to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.
- [Read the full MarketScape Excerpt for SAP](#)

Source: IDC Marketscape: Worldwide Multi-Enterprise Supply Chain Commerce Network Vendor Assessment December 2023, IDC #US49948423



**For IDC MarketScape Excerpt Inquiries:** [customsolutionsww@idc.com](mailto:customsolutionsww@idc.com)

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