IDC CONSULTING
CASE STUDY

Lead Generation Services for Global Software Vendor

Business Challenge

In order to strengthen its position in the Central and Eastern Europe (CEE) virtualization market, a global software vendor planned to launch an educational marketing campaign focused on building awareness of the business benefits of virtualization.

The Solution

IDC interviewed six large companies in Hungary, Poland, and Romania and discussed how these companies benefited from using virtualization solutions. Key business benefits were identified, analyzed, and measured.

IDC then developed marketing collateral (white paper) with the following content:

- A summary of key business benefits seen by the target group with more detailed discussion on cost savings, business continuity, flexibility, and resource-efficiency benefits.
- Case studies demonstrating the benefits of virtualization in a concrete business context.
- An introduction of the vendor's offerings in the area of virtualization.

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Analyze the Future

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