



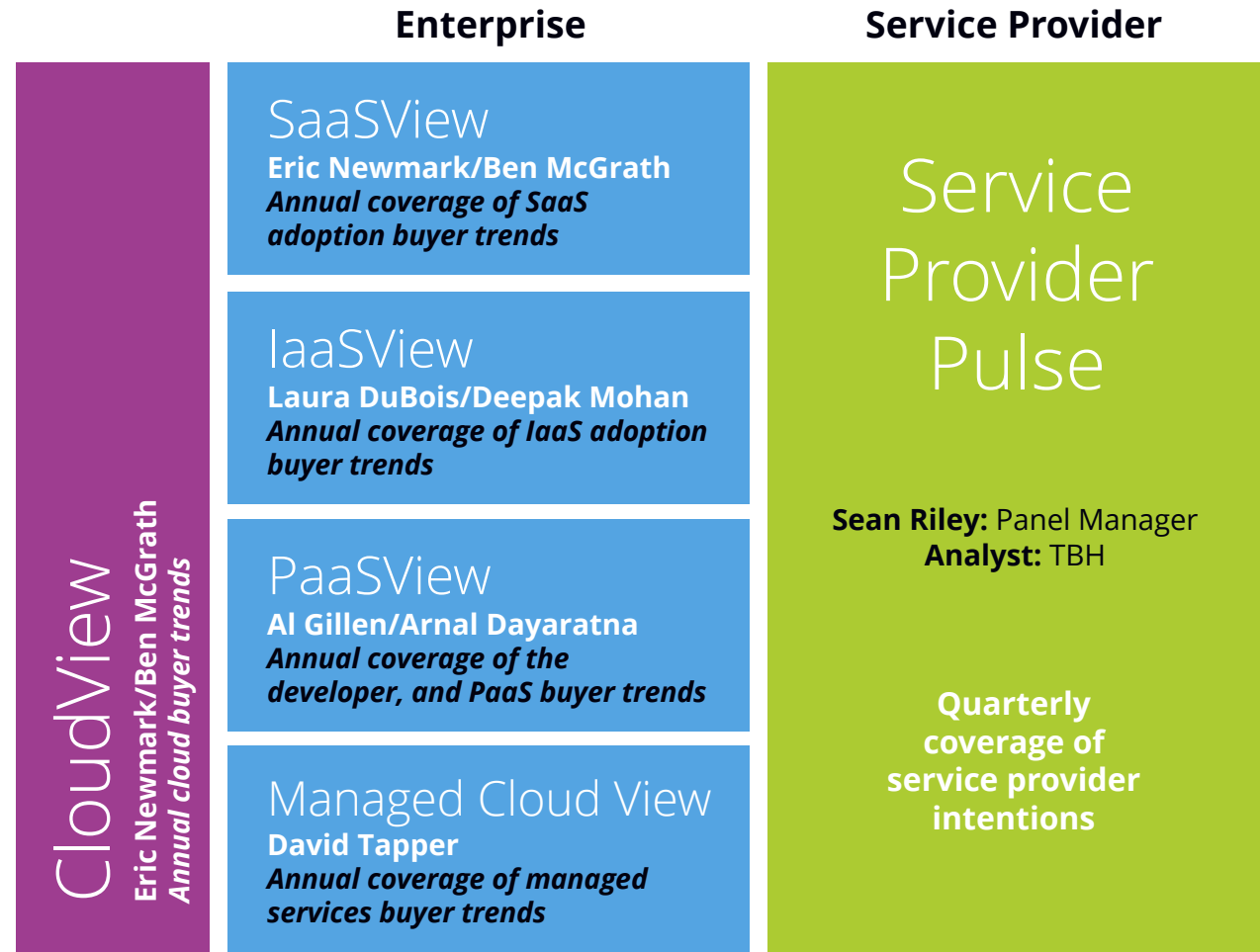
IDC's **Voice of Cloud** Research

Surveying thousands of cloud customers and cloud suppliers on a quarterly & annual basis

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- Provides ongoing insight into what your customers & partners are thinking, planning and doing around cloud
- Tracks cloud investments and buying intentions for enterprise IT decision makers & cloud service providers
- Data is integrated across the suite of offerings via advanced design and analytics capabilities
- Coordinated research approach provides continuous updates on cloud adoption and trends



IDC's Voice of Cloud Research – “View” Products

Large sample size allows for regional breadth and depth by topic and a regular cadence of deliverables each quarter

Enterprise

CloudView

Overview of customer adoption by region, industry & company size. Focus on maturity & customer journey

- Adoption by public, private and industry clouds
- Customer maturity
- Link to business goals
- Relative spend by cloud type
- Overall drivers
- Overall vendor NPS scores

CloudView Eric Newmark/Ben McGrath Annual cloud buyer trends	SaaSView N=1,500 Eric Newmark/Ben McGrath Annual coverage of SaaS adoption buyer trends Focus Report: <i>Industry Applications</i>
	IaaSView N=1,500 Laura DuBois/Deepak Mohan Annual coverage of IaaS adoption buyer trends Focus Report: <i>Multi-Cloud/Hybrid Cloud</i>
	PaaSView N=3,000 Al Gillen/Arnal Dayaratna Annual coverage of the developer, and PaaS buyer trends Focus Report: <i>Re-Platforming & Microservices</i>
	Managed Cloud View N=1,500 David Tapper Annual coverage of managed services buyer trends Focus Report: <i>Cloud Security for the Enterprise</i>

SaaSView, IaaSView, PaaSView, MCView

Adoption by region & maturity, product selection, services sell thru and provider selection, partnerships, and vendor assessments

- Deep-dive on product selection by cloud environment
- Impact on organizational infrastructure, apps and IT staff skills
- Detailed vendor ratings and selection criteria
- Critical workloads by type of environment
- Ratings of business case drivers
- Segmented buying intentions
- Personas
- Link to Digital Transformation

“View” Product Package Options

“View” Premium Package: \$90,000

Survey PPT: WW and Regions	Excel Banner Book	Summary PPT Report and Webinar	•Vendor Assessments Report	“Focus” Report/PPT	Two IDC Survey Spotlights (delivered after core deliverables listed above)
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“View” Standard Package: \$55,000

Survey PPT: WW only	Excel Banner Book: WW only	Summary PPT Report	Vendor Assessments Report
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Voice of Cloud: Service Provider Pulse

Quarterly insights that help customers target the market more effectively, develop new solutions, and improve sales strategies and messaging so that they can grow their revenues and market share.

Overall Business & Product Trends

Quarterly Surveys:

- Business goals/plans
- Business transition
- Product offerings
- Services offerings
- Impacts on Infrastructure/IT investments
- Partnering opportunities - "Help Partners Grow"
- Cloud service provider customer needs and wants
- Profit pools
- Metrics

Platinum Package: \$175K

Gold Package: \$120K

Silver package: \$75K

IDC Voice of Cloud Package Pricing

List Price		Premium Package Discount	Standard Package Discount	Varied Package Discount
CloudView Premium	\$90,000	5+ Premium Products = 20% 4 Premium Products = 15%	5+ Standard Products = 15%	A package combining two or more premium products with standard products can apply to the Premium Discount.
CloudView Standard	\$35,000			

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CloudView Premium \$90,000	5+ Premium Products = 20%	5+ Standard Products = 15%	A package combining two or more premium products with standard products can apply the Premium Discount
CloudView Standard \$35,000	4 Premium Products = 15%	4 Standard Products = 10%	
SaaSView Premium \$90,000	3 Premium Products = 10%	3 Standard Products = 5%	A package combining two or more premium products with standard products can apply the Premium Discount
SaaSView Standard \$55,000	1-2 Premium Products = no discount	1-2 Standard Products = no discount	
IaaSView Premium \$90,000	Premium pricing applies to all View Premium products and SP Pulse Platinum and Gold	Standard pricing applies to all View Standard products and SP Pulse Silver	A package combining two or more premium products with standard products can apply the Premium Discount
IaaSView Standard \$55,000			
PaaSView Premium \$90,000	Premium pricing applies to all View Premium products and SP Pulse Platinum and Gold	Standard pricing applies to all View Standard products and SP Pulse Silver	A package combining two or more premium products with standard products can apply the Premium Discount
PaaSView Standard \$55,000			
MCView Premium \$90,000	Premium pricing applies to all View Premium products and SP Pulse Platinum and Gold	Standard pricing applies to all View Standard products and SP Pulse Silver	A package combining two or more premium products with standard products can apply the Premium Discount
MCView Standard \$55,000			
SP Pulse Platinum \$175,000	Premium pricing applies to all View Premium products and SP Pulse Platinum and Gold	Standard pricing applies to all View Standard products and SP Pulse Silver	A package combining two or more premium products with standard products can apply the Premium Discount
SP Pulse Gold \$125,000			
SP Pulse Silver \$75,000	Premium pricing applies to all View Premium products and SP Pulse Platinum and Gold	Standard pricing applies to all View Standard products and SP Pulse Silver	A package combining two or more premium products with standard products can apply the Premium Discount

Companion Voice of Cloud Subscription Products

