

50 STATES
14 VERTICAL MARKETS
13 TECHNOLOGIES

MAP OUT YOUR VERTICAL MARKET OPPORTUNITY

U.S. Black Book: State IT Spending by Vertical Market

YOUR RESOURCE TO:

- Set Sales Quotas
- Allocate Marketing Budgets
- Pinpoint Your U.S. Opportunity

DON'T GET LOST...

In a time of unpredictable markets, now more than ever you need precise and accurate data to help you craft your vertical market strategy. As the benchmark for consistent, detailed market data, *United States Black Book: State IT Spending by Vertical Market* will help you plot your course.

Specifically, this research will allow you to:

- Assess your market opportunity within the U.S.;
- Refine and focus your sales plan and;
- Plan for the appropriate allocation of advertising and market dollars.

On a quarterly basis

The *United States Black Book: State IT Spending by Vertical Market* provides U.S. sales and marketing organizations with a detailed analysis of the status and projected growth of the IT industry in 50 states and across 14 vertical markets and 13 technologies. IT spending breakouts include major segments of hardware, software, and IT services.

“One key to a successful vertical strategy for your company is to balance your resources with the industry opportunities. By pinpointing the key states and regions for your offerings, you are able to maximize your market coverage in a targeted, efficient way.”

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EXAMPLES OF STUDIES INCLUDE:

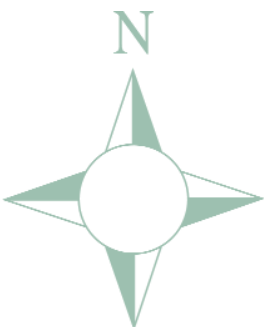
IT Spending Forecast by State and Vertical Market

2003 Top 10 IT States

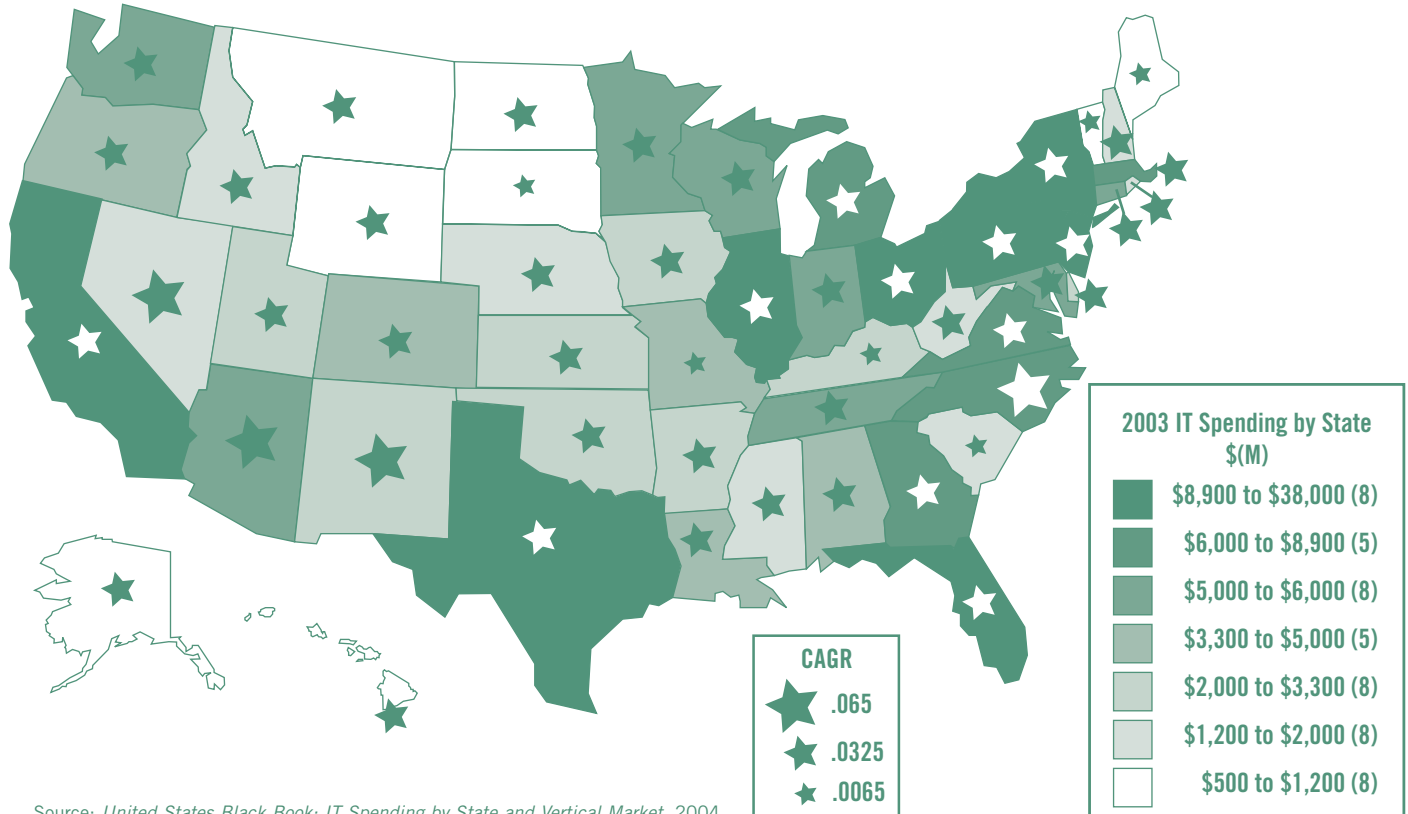
State Profile Series

U.S. Economic Update

2003 Top 10 Movers



U.S. 2003 IT SPENDING BY STATE



Source: *United States Black Book: IT Spending by State and Vertical Market, 2004*

WE HAVE THE DIRECTIONS TO GET YOU ON THE ROAD TO SUCCESS...

By providing insights and analyses as to the events impacting IT spending by state and vertical market, the drivers of growth by state and vertical market, and IT vendor strategies and positioning by state and vertical market, our research addresses the following issues that are critical to your success:

- *What is the economic health of each state?*
- *Which states and regions offer the most opportunity for increased IT spending?*
- *Which industries are most prevalent in each state, and how is this changing?*
- *What states are the largest spenders on IT?*
- *Which IT markets show the most promise by state and by industry?*

TOP TEN RETAIL / WHOLESALE STATES BY IT SPENDING, 2003

RETAIL/WHOLESALE

1. California
2. Texas
3. New York
4. Florida
5. Illinois
6. New Jersey
7. Ohio
8. Pennsylvania
9. Georgia
10. Michigan

HIGHEST 5-YEAR CAGRs* (2002-2007)

1. South Dakota
2. Nevada
3. Florida
4. New Jersey
5. Texas
6. Wyoming
7. Maryland
8. Illinois
9. Arizona
10. Wisconsin

* Compound Annual Growth Rate

Source: *United States Black Book: IT Spending by State and Vertical Market, 2004*

**LET US PROVIDE YOU WITH A FREE MAP
TO GET YOU STARTED ON YOUR WAY!**

Receive a complimentary research cut of one state/one technology/one vertical by contacting Virginia Lehr at 508-935-4188 or vlehr@idc.com.



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About IDC

IDC is the premier global market intelligence and advisory firm in the information technology and telecommunications industries. We analyze and predict technology trends so that our clients can make strategic, fact-based decisions on IT purchases and business strategy. Over 700 IDC analysts in 50 countries provide local expertise and insights on technology markets. Business executives and IT managers have relied for 40 years on our advice to make decisions that contribute to the success of their organizations.

IDC is a division of IDG, the world's leading technology media, research, and events company.

Additional information can be found at www.idc.com