United States IT Spending Guide: State

As IT vendors wrestle with unpredictable markets, their strategies have swayed between promoting vertical solutions to solve business issues and offering horizontal solutions to address end-to-end organizational needs. IDC's *United States IT Spending Guide: State* service is a quarterly analysis of the status and projected growth of the IT industry in the 50 states (plus Washington, D.C.) and across 28 industries. The information is crafted to arm U.S. sales and marketing organizations with the specifics they need to allocate resources and target opportunities by state and industry. (Note: Consumer, federal/central government, and state/local government are not segmented by state.)

MARKETS AND TECHNOLOGIES COVERED

- Economic health of each state
- Size and growth of IT spending by state and vertical
- Key industry trends in each state
- Events impacting IT spending by state and vertical
- Drivers of growth by state and vertical
- IT spending forecast by state and vertical market
- IT spending segmented by 15 technologies
- IT spending forecasts delivered quarterly

GEOGRAPHIC COVERAGE

- **1 region:** The United States
- **50 states plus Washington D.C.:** Alabama, Alaska, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, District of Columbia, Florida, Georgia, Hawaii, Idaho, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Hampshire, New Jersey, New Mexico, New York, North Carolina, North Dakota, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, South Dakota, Tennessee, Texas, Utah, Vermont, Virginia, Washington, West Virginia, Wisconsin, and Wyoming

DATA DELIVERABLES

Throughout the year, this product will offer insight into the latest trends impacting the market. Potential studies include:

United States IT Spending Guide: State, 1Q

State IT Spending by Vertical

United States IT Spending Guide: State, 2Q

State IT Spending by Vertical

United States IT Spending Guide: State, 3Q

State IT Spending by Vertical

United States IT Spending Guide: State, 4Q

State IT Spending by Vertical

KEY QUESTIONS ANSWERED

Our research addresses the following issues that are critical to your success:

1. Which states and regions offer the most opportunity for increased IT spending?
2. Which industries are most prevalent in each state, and how is their status changing?
3. Which states are the largest spenders on IT?
4. Which IT markets show the most promise by state and by industry?

COMPANIES ANALYZED

IDC's *United States IT Spending Guide: State* service examines U.S. IT spending by state, across 28 industries, and by 15 technologies.