IDC MarketScape

IDC MarketScape: Worldwide Agentic AI–Enabled Customer Service 2026 Vendor Assessment

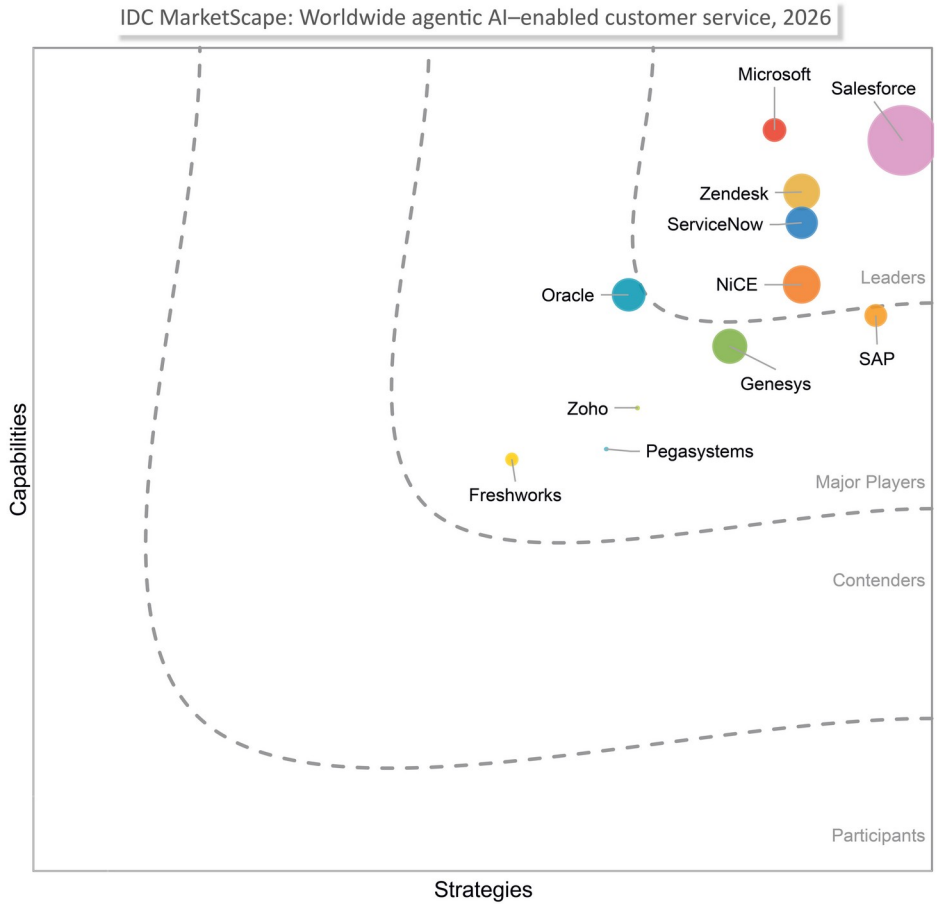
Oru Mohiuddin Michelle Morgan

THIS EXCERPT FEATURES NICE AS A LEADER

IDC MARKETSCAPE FIGURE

FIGURE 1

IDC MarketScape: Worldwide agentic AI–enabled customer service vendor assessment



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September 2026, IDC #US54114826e

Please see the Appendix for detailed methodology, market definition, and scoring criteria.

ABOUT THIS EXCERPT

The content for this excerpt was taken directly from IDC MarketScape: Worldwide Agentic AI–Enabled Customer Service 2026 Vendor Assessment (Doc # US54114826).

IDC OPINION

Agentic AI as the unifying force

Agentic AI is giving rise to an emerging category — system of action — in which artificial intelligence (AI) agents perform work directly: resolving queries, updating records, and triggering the next steps. Vendors on both sides of the stack, systems-of-record vendors that have historically held the case record and contact center vendors that have historically handled the transactional, telephony-based interaction, are moving toward this system of action, but from different starting and vantage points.

Systems-of-record vendors have traditionally owned case management and ticketing, with customer service largely falling under their domain as a result. That position is now being challenged from the other side of the stack as contact center vendors are expanding into agentic AI and becoming direct competitors, gaining the ability to execute tasks via agentic AI.

In practice, this means contact center vendors can identify intent, reason through the required process, and route or execute complex, multistep queries spanning multiple departments, even without ticketing or case management capabilities of their own. This closes the gap that has long confined them to transactional, telephony-based support, opening the door to resolving more complex queries directly. At the same time, system-of-record vendors are also marching ahead with agentic AI, operating systems of action and case management side by side. While contact center vendors are leveraging unstructured data from the engagement layer, critical for providing dynamic context, system-of-record vendors are leveraging their back-office reach.

Both paths converge on the same underlying shift: agentic AI increasingly performing end-to-end resolution itself, with or without a human-in-the-loop. As this capability matures and convergence across the stack progresses, the case record is likely to consolidate into a common data layer, one that AI agents can read from and write to.

Orchestration at scale and the emergence of master agents, A2A, and MCP

Reaching this more advanced stage of agentic AI depends on a highly sophisticated level of orchestration operating at scale. Orchestration is the coordination layer that sequences tasks in the right order, monitors progress, and dynamically replans when an agent fails or a process branches. It also carries the customer's context and what has already been done from one agent or system to the next, so no step has to start from scratch. This involves two tiers of AI agents: a master, or orchestrator, agent capable of conversing in natural language, identifying intent, determining the required process, and distributing resulting tasks across a network of specialized agentic AI, each responsible for a narrower task or system.

Reliable handoff between agents is a critical piece of this, and depends on two complementary layers of standardization, both of which are converging around open protocols:

- **Model Context Protocol (MCP)** standardizes how an AI agent connects to and uses external tools, data sources, and systems, functioning as a common interface between an agent and its resources.
- **Agent2Agent (A2A)** standardizes how independent agents, potentially built on different platforms, discover one another, negotiate a task, and exchange results. This extends to AI agents acting on behalf of customers and interacting with brand AI agents.
- In practice, vendors will need to operate as both MCP servers and MCP clients, exposing their own capabilities as tools while consuming tools exposed by others, and layering A2A on top to coordinate multiagent workflows. This also requires that agentic AI be able to read from, and write or update, the relevant systems of record, regardless of whether those systems reside within the vendor's own environment.

Prospectively, the customer initiating a query may increasingly be an AI agent acting on a human's behalf, rather than the human directly. A customer's own AI agent could, for example, raise a query, negotiate a resolution, or request an update on their behalf, interacting directly with a brand's AI agent rather than through a traditional customer-facing channel. Customer service architecture will therefore need to be designed to handle agent-to-agent queries as a distinct interaction pattern, alongside conventional human-initiated queries, with the same standards of intent recognition, orchestration, and governance applied regardless of whether the party on the other end is a person or an agent acting for one.

Growing convergence of the underlying IT stack

This model cannot function seamlessly if the surrounding infrastructure remains fragmented. For agentic AI to operate effectively, the contact center, system of record, ticketing and case management platform, and enterprise resource planning (ERP) applications must function as a single connected environment, either natively or through close integration. Achieving this depends on more than integration between individual systems; it requires a shared foundation beneath them.

At the heart of this convergence sits a common data layer: a single foundation from which every system, whether human or AI operated, can draw and to which it can write back. This is what makes unified context possible, allowing the full history, context, memory, and state of an interaction to travel with it rather than resetting each time a query moves to a new system or agent, and what enables a clean handover as a workflow progresses from one stage to the next, without requiring the work to be reconstructed at each transition. This data layer also needs to operate in real time, ingesting data as it arrives, updating records across systems, and streaming those updates back out continuously, which is what allows AI to support human agents live, particularly on voice channels, and what triggers agentic AI into action in the first place.

Every interaction, regardless of where it originates, needs to land in the same repository and the same system of record, with unstructured data from voice and digital channels sitting alongside structured data rather than residing in a separate silo. Layering in a customer data platform (CDP) that unifies customer identity across this environment produces more than operational efficiency: It becomes a source of genuine insight, supporting personalized service as well as upselling and cross-selling, and repositioning what has traditionally been viewed as a cost center as a revenue-generating function.

Unified knowledge base as a critical core

A unified knowledge base is a necessary complement to the aforementioned common data layer. Where the data layer carries the history and state of an interaction, the knowledge base supplies the reference content (i.e., policies, product specifications, troubleshooting procedures, and prior resolutions) that human and AI agents alike draw on to determine the correct response or action.

In a fragmented operating model, this content is typically scattered across a customer relationship management (CRM) system, a ticketing platform, an internal wiki, static documents, and the informal expertise of individual agents. This slows human agents down and constrains AI, since an agent or orchestrator can only act as well as the knowledge it can retrieve; without a consolidated source, that content may be outdated, duplicated, or missing entirely.

Consolidating this content into a single, continuously maintained repository directly addresses this fragmentation and allows the knowledge base to meet five requirements:

- **Consistency across channels:** The answer should be drawn from the same authoritative source regardless of channel or whether the interaction is handled by a human or an AI agent.
- **Machine-readability for retrieval:** Content needs to be structured for retrieval-augmented generation and tool-based lookup, rather than existing solely as documents intended for human reading.
- **Knowledge graph structure:** Representing policies, products, and prior resolutions as explicitly linked entities allows an agent to traverse relevant connections, from a product to its warranty terms to a related troubleshooting article, rather than relying on keyword search alone.
- **Continuous maintenance:** The knowledge base should update in near real time as gaps surface and resolutions, products, or policies change, without a lengthy publishing cycle.
- **Governance and access control:** Access should be scoped by the same permissioning principles applied to agentic execution more broadly, so an AI agent surfaces only content it is authorized to use.

In this sense, the unified knowledge base supplies the “what to say or do” to complement the “what has happened” carried by the common data layer.

Governance, security, and the case for human oversight

The ability of agentic AI to run end-to-end workflows autonomously is precisely why security and AI governance cannot be treated as an afterthought. Guardrails need to address several risks concurrently:

- **Reliability and brand risk** preventing AI from acting erratically, hallucinating, or surfacing incorrect information that could damage the brand
- **Data access and leakage** ensuring AI can only reach the systems and data it is explicitly permitted to access, with no risk of leakage
- **Unwarranted execution** because agentic AI is built to act rather than merely advise, and it must not be able to execute actions outside its defined authority
- **Human oversight** — critical or sensitive actions routing to a human-in-the-loop, with AI access strictly monitored and auditable throughout

This is increasingly a regulatory as well as an operational expectation. Emerging obligations such as the EU AI Act are pushing vendors and enterprises toward documented human-in-the-loop protocols, task-scoped permissions, and full audit trails. Governance should be treated as a design requirement rather than a feature added after deployment.

The rise of the hybrid workforce — humans and AI agents working side by side

AI is entering the workforce in two ways: autonomously and as an assistive layer that augments human agents. As this shift continues, the role of human agents is likely to concentrate increasingly on high-touch, complex support, with AI supporting those interactions in real time by surfacing relevant knowledge, guiding the agent, suggesting the next best action, and tracking the customer relationship across voice and digital channels simultaneously.

As AI becomes embedded in day-to-day operations, it needs to be managed as part of the workforce rather than treated as a standalone addition to it. Workforce Management and Workforce Engagement Management (WFM/WEM) platforms need to be rebuilt around this premise, offering a unified view of human and AI capacity rather than two disconnected tools, a shift already beginning to play out in the market. This spans performance and quality management as well as resource optimization, with agentic capabilities that can proactively surface recommendations and execute them with minimal manual intervention.

A shifting competitive landscape

As agentic AI creates the scope to displace long-standing systems, it is also lowering the barriers that have historically defined this market. Ticketing, case management, and systems-of-record vendors have traditionally been the natural home for this kind of capability, but contact center vendors are increasingly moving into that space as well.

This is also creating opportunities for AI-native vendors with no prior history in the customer experience (CX) segment to enter the market, competing directly with established customer service and contact center providers. The market is likely to consolidate around capability, with CX vendors acquiring specialist AI providers, alongside closer partnerships forming between CRM, ERP, and contact center vendors as each seeks to assemble the full stack that agentic AI requires.

Outlook: A market at an inflection point

In our view, the customer service market is entering a period of genuine structural change. Vendor competitiveness will no longer rest on features and applications alone; it will increasingly be determined by underlying architecture, the depth of AI capability, and how effectively a solution is designed to treat human and AI resources as a single workforce rather than two.

Vendors, for their part, have already made significant progress in developing these advanced capabilities. The more difficult work now falls to enterprises: Adopting these capabilities is not a like-for-like technology swap. It carries substantial implications for the operating model itself, as systems of this sophistication deliver on their promise only within an operating structure built to support them.

IDC MARKETSCAPE VENDOR INCLUSION CRITERIA

Participating vendors must meet the following inclusion criteria:

- The offering should be commercially available for use and purchase by customers for at least one year as a single product family or a suite of services.
- The product must be all or mostly the vendor's own intellectual property.
- The vendor must have at least 25 customers.
- The vendor must provide, or have on its road map, functionalities within their products. They are:
  - Omni-channel
  - Natively or not natively make a system including contact centers, ERP, CRM, CDP
  - Agentic AI and/or ticketing/case management that can support multistep queries
  - Knowledgebase

IDC will not evaluate vendors that cannot meet two or more of the aforementioned criteria.

ADVICE FOR TECHNOLOGY LEADERS

- **Prepare the organization for agentic AI:** Agentic AI constitutes an organizational transformation rather than a procurement exercise, and the requisite groundwork must be established well in advance of any vendor engagement. Enterprises should first articulate an AI vision at the leadership level, setting out the strategic outcomes the organization seeks to achieve. Ownership of this vision should be distributed across functions, and customer service, IT, HR, and operations should each hold a stake in its development, rather than responsibility residing solely with the team leading procurement. The organization should define the underlying purpose of the initiative internally, establishing a clear view of its intended future state, before entering into any vendor discussion.
- **Build employee trust in the technology:** Organizations must cultivate genuine employee trust in agentic AI, since adoption ultimately depends on employees perceiving real value in the technology rather than viewing it as an imposed or opaque system. This requires sustained internal communication that clarifies what the technology does, what it does not do, and how existing roles are expected to evolve alongside it. Structured training should be provided to build both competence and confidence in working alongside AI, enabling employees to engage with the technology as a capability that enhances their own effectiveness rather than one that operates beyond their understanding or control. Trust of this kind is built

progressively, through consistent communication and demonstrable value, rather than assumed as a by-product of deployment.

- **Establish a framework for AI trust and governance:** Organization must establish a governance framework that defines the boundaries of autonomous action before deployment. This requires specifying, internally, which categories of decisions may be executed autonomously and which require human review. The framework should also incorporate mechanisms for explainability and full auditability, ensuring that AI-driven actions can be understood, traced, and reviewed in line with both internal risk requirements and external regulatory obligations such as the EU AI Act. Governance of this nature should be treated as a design requirement established at the outset, rather than a control layer introduced after deployment.
- **Choose vendors that take the time to understand business context:** Enterprises should focus on vendors that prioritize organizational requirements, operating models, and broader business context prior to proposing a solution. Vendors should engage with the enterprise's current position, strategic objectives, and priorities, such that the proposed solution is shaped by the organization's actual needs. This engagement should also extend to education and awareness: Vendors that take the time to help the enterprise build a clear understanding of agentic AI's capabilities, implications, and best practice application to its specific context add considerable value, equipping the organization to make more informed decisions throughout the evaluation and adoption process. This involves vendors asking about the enterprise's constraints, workflows, and objectives and offering contextual guidance, alongside its capability demonstrations. Vendors that maintain this standard of engagement on an ongoing basis, rather than solely at the point of sale, should be regarded as the stronger choice.
- **Adopt incrementally and pace the rollout internally:** Agentic AI touches core operational processes, and a disruptive, all-at-once deployment increases both operational and organizational risk. Enterprises should structure adoption around a narrower, lower-risk set of use cases in the first instance, expanding the scope of deployment only once confidence and capability have been established. Agentic AI should also be introduced to operate alongside deterministic AI and existing rule-based systems, rather than replacing them outright, allowing the organization to draw on the reliability of established processes while agentic capability matures. The pace of rollout should be aligned with a deliberate internal adoption drive, encompassing communication, training, and structured support for employees, so that the speed of technical deployment does not outrun the organization's readiness to work with it.
- **Look for vendors willing to co-innovate:** As enterprises embed agentic AI into their operations, new requirements and feature needs are likely to emerge that were not anticipated at the point of initial deployment. Enterprises should favor vendors that are responsive to this evolving nature of demand, engaging collaboratively to

develop new functionality in response to requirements raised by the business, rather than confining engagement to the capabilities available at the outset. This reflects a vendor's capacity to innovate alongside the enterprise over time, adapting the solution as operational needs mature, rather than treating the product as static once deployed.

- **Recognize that different vendors suit different business needs:** The market comprises a wide range of vendor profiles, each suited to different organizational needs. Some vendors specialize in streamlined, easy-to-deploy solutions well suited to smaller businesses with more limited internal IT resources, prioritizing rapid time to value. Others are designed for data-sensitive industries, such as financial services and healthcare, offering enhanced security, compliance, and data-residency capabilities. Others still are built primarily for scale, suited to large enterprises with high query volumes and complex, multisystem environments. Enterprises should assess vendors against their own size, industry sensitivity, and growth trajectory to identify the profile best aligned with their specific requirements.

VENDOR SUMMARY PROFILES

This section briefly explains IDC's key observations resulting in a vendor's position in the IDC MarketScape. While every vendor is evaluated against each of the criteria outlined in the Appendix, the description here provides a summary of each vendor's strengths and challenges.

NiCE

After a thorough evaluation of NiCE's strategies and capabilities, IDC has positioned the company in the Leaders category in the 2026 IDC MarketScape for worldwide agentic AI–enabled customer service.

NiCE is a longstanding provider of contact center and workforce engagement technology, now going to market as an AI-first platform following its 2025 integration with Cognigy, which extends CXone with a native agentic AI layer. Founded in 1986, NiCE has grown into a large global technology company serving thousands of organizations across more than 150 countries, with a historical strength in compliance and quality monitoring for regulated industries such as financial services. NiCE does not own a native customer relationship management or enterprise resource planning system, and requests via NiCE-provided touch points have traditionally been routed to a customer's separate ticketing or case management system for handling. The NiCE platform, however, has the ability to act as the customer engagement, orchestration, and agentic execution layer across those systems, enabling AI agents to take end-to-end action such as creating and updating cases, completing transactions, retrieving information, and resolving customer requests across the systems where that work is recorded.

Quick facts about NiCE include:

- **Year founded:** 1986
- **Corporate headquarters:** Hoboken, New Jersey, with global headquarters functions also based in Ra'anana, Israel
- **Total number of employees:** Approx. 10,000
- **Globalization:** Serves more than 25,000 organizations across more than 150 countries from a broad, sovereign-cloud-capable global infrastructure footprint
- **Languages supported:** Broad multilingual support across its cloud contact center platform, spanning voice and digital channels
- **Industry focus:** Historically strong in regulated industries such as financial services, with compliance and quality monitoring as a long-standing specialty extended into other regulated sectors over time
- **Partner ecosystem:** An expanding partner program — CXexchange and the NiCE360 partner initiative — supporting its contact center and AI offerings, actively growing following the Cognigy integration

AI and automation

NiCE's AI strategy centers on its CXone platform fused with Cognigy's conversational and agentic AI layer, supported by a stated multimodel AI-provider strategy intended to avoid dependence on a single underlying model provider. Furthermore:

- **Agentic self-service:** Pretrained agentic bots, extended through the Cognigy integration, can resolve interactions end to end across channels, including completing a defined action on a customer's behalf, such as rebooking a flight or issuing a voucher without a human or a case record involved, drawing on CXone's automatic call distribution heritage as the underlying routing layer.
- **Agentic agent assist:** The same automations can also run inside a live, human-handled conversation: an AI agent listens in the background and independently completes parts of the request, such as a status check or an eligibility lookup, on the rep's behalf, while a copilot panel gives the rep full case context, a summary of what has already been resolved, and recommended next steps, including drafted responses for anything outside the AI's own approval threshold.
- **AI governance and observability:** A capability NiCE calls Guardian AI runs continuously at runtime rather than only reviewing a dashboard after the fact. It monitors live interactions across every agent type and channel, identifies issues such as a policy-restricted resolution or a compliance-relevant phrase as they happen, and can either fix the issue automatically as part of a continuous improvement loop or escalate it to a human supervisor. Every decision Guardian AI or an AI supervisor

makes is logged and visible to the human supervisor, who can accept or reverse it, keeping a human-in-the-loop checkpoint over autonomous actions.

Engagement

CXone's routing and automatic call distribution heritage is extended to any channel via the Cognigy layer. Its Omni-Channel Routing directs voice, digital, and work items to the right resource — human agent, bot, or self-service flow — using customer context, configurable business rules, and live availability, blending channels into a single agent interface rather than siloed per-channel queues. CXone AI Routing extends this beyond static rules-based assignment, using real-time context and interaction data to predict which agent or bot is likely to produce the best outcome for a given interaction. Agents work from a consolidated desktop that surfaces full customer context, sentiment, and conversation history through an integrated Customer Card, optionally populated by prebuilt CRM integrations. NiCE does not natively own a case management or ticketing system, so ticket creation and closure typically occur in a customer's separate CRM or case system, with NiCE focused on customer engagement and the orchestration layer above it.

Knowledge

NiCE maintains a unified knowledge base tied to its data platform, with AI used to identify gaps between what customers are asking and what existing content covers, then recommend new or updated articles accordingly. This is delivered through NiCE Knowledge Management, an AI-powered knowledge platform offered either standalone or integrated directly into CXone, combining natural language search that can return accurate answers from partial or misspelled queries with structured content authoring, tagging, and governance controls such as content ownership, approval workflows, and version history. The same governed knowledge base is surfaced consistently across self-service channels, agent workspaces, and AI agents, so a customer searching a help center, a live agent working a case, and an AI agent resolving a request all draw on one trusted source of content rather than channel-specific copies.

Data and analytics

NiCE explicitly frames its workforce as hybrid — AI agents and human agents working side by side — and its supervisor tools are built around that framing rather than tracking each population separately: a single sentiment view might show, for example, that of 31 active calls with low sentiment, 12 involve human agents and 19 involve AI agents, letting a supervisor see where AI is underperforming for a given intent and rebalance work toward humans accordingly. Workforce management, quality management, and performance management are described as AI-first across the board, with automated quality scoring applied to every interaction rather than a manual sample, and a WFM copilot supporting forecasting and intraday scheduling for the combined workforce.

Strengths

NiCE's strength lies in combining a deep, long-established contact center and workforce analytics core with a differentiated, model-agnostic agentic AI layer through its Cognigy integration, letting it resolve a growing share of well-defined requests end to end at the point of engagement itself, without requiring a human to manually manage the associated ticket, case, or system-of-record actions. Its large, established global support footprint and sovereign-cloud capability further support deployments with specific data-residency or regulatory requirements, and its runtime governance layer gives it an unusually mature approach to monitoring both AI and human activity as a single, combined workforce.

Challenges

NiCE does not own a native customer relationship management or enterprise resource planning system and is unable to serve as an organization's system of record for customer or business data on its own; most requests still depend on the CRM or case system a customer already has in place. NiCE, however, integrates with customers' existing CRM, case management, and ERP systems, providing customer engagement, orchestration, and agentic execution layer across them. Organizations evaluating NiCE for a full customer service platform, rather than a contact center, workforce engagement, and agentic execution layer, will need to pair it with a separate case management system.

Consider NiCE when

Consider NiCE when an organization wants an enterprise customer service platform that combines AI agents, human agents, workforce engagement, orchestration, and governance while integrating with existing CRM, case management, and enterprise systems.

APPENDIX

Reading an IDC MarketScape graph

For the purposes of this analysis, IDC divided potential key measures for success into two primary categories: capabilities and strategies.

Positioning on the y-axis reflects the vendor's current capabilities and menu of services and how well aligned the vendor is to customer needs. The capabilities category focuses on the capabilities of the company and product today, here and now. Under this category, IDC analysts will look at how well a vendor is building/delivering capabilities that enable it to execute its chosen strategy in the market.

Positioning on the x-axis, or strategies axis, indicates how well the vendor's future strategy aligns with what customers will require in three to five years. The strategies category

focuses on high-level decisions and underlying assumptions about offerings, customer segments, and business and go-to-market plans for the next three to five years.

The size of the individual vendor markers in the IDC MarketScape represents the market share of each individual vendor within the specific market segment being assessed.

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 range of 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 in an effort to provide an accurate and consistent assessment of each vendor's characteristics, behavior, and capability.

Market definition

This vendor assessment includes technology providers that offer customer service solutions for customer-handling environments, whether within a formal contact center or for customer service personnel operating outside a contact center. This study primarily examines how customer service vendors are providing and developing the foundation for agentic AI/system of action. In addition, it also looks at how vendors are providing customer service through ticketing/case management in a unified and seamless fashion with relevant context, knowledge, and so on at its base.

Customer service includes customer/client (e.g., patient and student) information management and increasingly automated orchestration and execution, either fully through agentic AI or through agentic AI and ticketing/case management working in tandem. Customer service software supports customers that are external to an organization.

Defining characteristics of the customer service category include problem tracking, customer history, and incoming contact management. Functionality includes:

- Agentic AI
- Agentic AI assist
- Case assignment and management/ticketing
- Email response management
- Live collaboration and chat
- Self-service

LEARN MORE

Related research

- *IDC Market Glance: IT Service Management Software, 2Q26* (IDC #US54168126, May 2026)
- *IDC Market Glance: AI-Enabled Contact Center and Customer Service, 1Q26* (IDC #US54446726, March 2026)
- *IDC PeerScape: Practices for Assistants, Agents, and Other Conversational AI Solutions* (IDC #US50013723, March 2026)
- *IDC Market Glance: Customer Analytics, 1Q26* (IDC #US53357326, March 2026)
- *IDC's 2025 AI Marketing Benchmark: Architecting Marketing for AI* (IDC #US54415726, March 2026)

Synopsis

This IDC study discusses how agentic AI is reshaping customer service by converging previously fragmented contact center and ticketing systems into a single model, using intent recognition and orchestration rather than manual routing. Master agents will coordinate specialized AI agents via standards like MCP and A2A, drawing on a unified data layer and knowledge base for consistent context. This demands converged IT infrastructure, robust governance, and human oversight for critical actions. As AI handles more autonomously, human agents will focus on complex, high-touch work, reshaping workforce management and the competitive landscape around architecture rather than features alone.

"Agentic AI is breaking down the structural barriers that have long separated contact centers, ticketing, and case management, opening the market to a far more diverse range of players than we've seen before. The vendors that win this market will be the ones that get to agentic maturity first, at scale, without compromising on accuracy or security," said Oru Mohiuddin, research director, IDC.

ABOUT IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,300 analysts worldwide, IDC offers global, regional, and local expertise on technology, IT benchmarking and sourcing, and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly owned subsidiary of International Data Group (IDG, Inc.).

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