

APPENDIX C - PRICING INDEX
DIR-TSO-2535
IDC RESEARCH, INC.

Subscription Services Category	DIR Customer Discount from MSRP
<p>IDC Government Insights Industry Technology Advantage Program (ITAP) is a yearly retainer research and advisory program providing IDC’s unique government industry context, research and insight combined with our horizontal core technology services covering over 200+ technology markets and the industry’s largest global technology research analytics of 1,100+ strong. Agency license holds have unlimited access to research and analyst inquiry consulting. Additionally IDC allows the sharing of research internally with our client organizations and encourages colleagues to join in on the analysts in context conversations. There is the option to add Executive Services Advisory, peer networking membership to the world renowned CIO Executive Council, as well as the Pathways leadership development program for upcoming IT leaders. Some agencies may have the desire to retain additional Industry Vertical Insight Coverage to their government advisory with the options to add Health, Financial, Energy, Retail, and or Manufacturing, to the IDC Government Insights Industry Technology Advantage Program.</p>	
<p>IDC offers additional stand alone options for consideration around benchmarking, consulting, workshops, seminars, special reports and emerging technology vendor assessments. State IT procurement professionals can acquire benchmarking /IT procumbent IT Smart Tools designed to ensure that your technology purchasing and deployment decisions are optimized for hardware, software and IT Services. A conversation with your IDC Account Executive to further understand your requirements to scope and quote the appropriate benchmarking relationship is required. IDC Insights Government Consulting can be engaged to complete commissioned studies, surveys, IT strategy and vendor selection work. To supplement the internal training, understanding and decision support requirements within the state IT organizations IDC offers public and private on site Workshops and Seminars.</p>	
<p>IDC Government Insights Industry Technology Advantage Program</p>	
<p>Deliverables:</p>	
<ul style="list-style-type: none"> · Government Industry vertical coverage providing detailed guidance, research and advisory in the context of government. 	
<ul style="list-style-type: none"> · Global Technology Core/Horizontal Technology Services coverage to 200+ technology markets 	
<ul style="list-style-type: none"> · Access to all 1,100+ IDC Worldwide Analysts 	
<ul style="list-style-type: none"> · Unlimited Research (all US, Worldwide, Regional and Country-level IDC IT research, other than Tracker products and IT Procurement Tools) 	
<ul style="list-style-type: none"> · Unlimited Top Of Mind Analyst Inquiry 	
<ul style="list-style-type: none"> · 10 Hours of Custom Analyst Inquiry 	
<ul style="list-style-type: none"> · Ability to share IDC reports, documents, data, etc. within client agency /department 	
<ul style="list-style-type: none"> · Access to IDC Events, Webcasts, Webinars and Telebriefings 	

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· Dedicated Analyst-Account Manager	
· Complimentary access to IDC Events	
ITAP User Licenses (2)	30%
ITAP User Licenses (3-5)	35%
ITAP User Licenses (6-10)	40%
ITAP User Licenses (11-15)	45%
ITAP User Licenses (16-20)	50%
ITAP User Licenses (50 /Enterprise)	55%
The CIO /IT Executive Advisor , CIO Executive Council Membership and the Pathways Leadership Program are add on options available with the IDC Government Insights Technology Advantage Program. These programs cannot be retained as an individual stand alone option.	
<u>CIO / IT Executive Services Ad On Options:</u>	
IDC Executive Strategy Sessions	26%
Deliverables:	
· IDC CIO/IT Executive Advisor	
· CIO/IT Executive concierge level service and support	
· Works in collaboration with IDC content areas to provide Technology Leader context and support	
· IDC CIO/IT Strategy Sessions (Quarterly) *Travel costs may be additional if on-site in some cases	
· CIO /IT Executive focused Research	
CIO Executive Council Membership	26%
The CIO Executive Council is a global community comprised of hundreds of the world's leading Chief Information Officers.	
The Council provides a forum by which CIOs can:	
· Leverage CIO peers as trusted advisors	
· Influence the future of the CIO role and the role of IT across the globe	
· Develop executive leadership competencies for themselves and their IT leaders	
· Enhance the visibility of their brands and IT achievements through exclusive media opportunities	

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<p>The Council community contains no vendors, consultants or analysts. Our members include IT leaders from Government, Fortune 500, mid-market organizations, and CIO Hall of Fame veterans. They harness each other’s knowledge to help save time, reduce costs, and mitigate risk while simultaneously leveraging the global media assets across IDG enterprise through exclusive visibility opportunities. Since the Council’s inception in 2004, it has grown to include over 750 enterprises in 18 countries. Leveraging the media assets of IDG, the Council has evolved to be the collective voice of the profession. Members of the CIO Executive Council invite their like minded peers and rising IT stars to become part of our thought leadership movement to help shape the future of business.</p>	
<p>CIO Executive Council provides:</p>	
<p>Membership in this program offers a range of services including access to the Council's “Sounding Board” peer services, “Connecting Point” which utilizes IDG's media outlets to increase a member's personal and professional brand, the Pathways Leadership Development Program's group mentoring and personalized executive coaching, and the Council's Global Speakers Bureau with center stage opportunities, a shared voice of influence for the profession.</p>	
<p>Program Deliverables</p>	
<p>Connecting Point- The Council has identified a process that quickly and effectively connects CIO peers to exchange key findings, gather crucial information and make critical decisions. Council members are aligned with a dedicated Client Relationship Manager that will work with you to understand each CIO's needs and strategic position. Based on this information we then use proprietary algorithms to prioritize the needs and rank expertise in strategic subjects that in turns allows us to achieve a high-value of one-to-one peer interaction among members. Our Connecting Point approach enables our CIO members to experience a private, secure, information exchange that has been noted by many to reduce cost, mitigate risk, and validate decisions. It’s what CIO members are all talking about.</p>	
<p>Worldwide Media Opportunities- Enhance your organization, your personal brand, and you staff by leveraging the global media assets of IDG. Media opportunities are available through our IDG publications including CIO magazine, speaking engagements at over 1,000 IDG hosted events held per year, and exposure to 3rd parties such as the Wall Street Journal and Forbes. These opportunities are hand selected by the CIO Executive Council staff and facilitated by dedicated Client Relationship Managers who are responsible for delivering value to member organizations.</p>	

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<p>Robust Future-State CIO Assessment- Identify strengths and growth opportunities across nine core competencies as determined by <i>Egon Zehnder International</i>, a leading c-level recruiting and assessment agency known for placing executives in Global 500 companies. In 30 years of assessing executive talent, Egon Zehnder determined nine core competencies that are critical to c-level executive success. The CIO Executive Council has adapted these competencies specifically for the IT profession. We have applied these competencies to the Future-State CIO Model and built them into an on-line 360-degree assessment for CIO's and rising IT leaders.</p>	
<p>CIO Executive Council (Sample deliverables)</p>	
<ul style="list-style-type: none"> · Dedicated Executive Analyst Account Manager for CIO Research & Support needs. 	
<ul style="list-style-type: none"> · Custom CIO Research Requests supported by CIO Council Peer Network 	
<ul style="list-style-type: none"> · Access to CIO Executive Council IT Value Knowledge Center to share CIO generated content 	
<ul style="list-style-type: none"> · Exclusive access to CIO Executive Council Competencies Assessment tool 	
<ul style="list-style-type: none"> · Peer to peer facilitations - connect with council members 	
<ul style="list-style-type: none"> · Public speaking opportunities & global media opportunities in IDG publications 	
<ul style="list-style-type: none"> · Complimentary admission to <i>CIO</i> magazine conferences, IDG events, and IDC Directions 	
<ul style="list-style-type: none"> · Complimentary admission for CIO & IT Staff to IDC Directions (annual IT event held in March in Boston and San Jose), and regional briefings. 	
<ul style="list-style-type: none"> · Executive CIO Teleconferences and CIO Webcasts 	
<ul style="list-style-type: none"> · Weekly Case Studies covering member CIO Council initiatives and implementations containing details/information only shared with council members 	
<ul style="list-style-type: none"> · Most Case Studies accompanied by benchmarks 	
<ul style="list-style-type: none"> · Access to curated collection of IDG produced research, inclusive of those not made available for public – Current report calendar includes 20 major studies 	
<ul style="list-style-type: none"> · Additional CIO Council Events: Each month the CIO Council produces or hosts on average more than 20 events for members and Pathways participants. Our teleconferences include presentations, panels and roundtable discussions on timely IT management and leadership topics. In-person meetings range from half-day regional meetings for 20 or so members to multiday conferences co-produced with <i>CIO</i> magazine and attended free of charge by members. 	
<p>PATHWAYS - LEADERSHIP DEVELOPMENT PROGRAM</p>	26%

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Pathways is a premier Leadership Development program created for high-potential IT professionals that combines thought leadership, best practices, custom group mentoring and individual coaching in a unique learning environment with unprecedented access to leading CIOs. Over the course of one year, each Pathways participant is given a unique experience based upon where they are on their own journey based upon the three leader types below and taught by some of the most progressive IT leaders in business today. The Pathways Program can only be added to a new or existing CIO Executive Council Membership and not available for purchase as a standalone offering).	
Supplemental Licenses:	
Additional CIO Executive Council License for any ITAP or ETAP Service	26%
Each Additional License to Existing CIO Executive Council Membership	26%
CIO /IT Executive Strategy Advisory & Strategy Sessions	26%
Additional Custom Inquiry 10 hour Block	26%
License for each additional Industry Insight Coverage Area	26%
- (Government, Health, Financial, Energy, Retail, Manufacturing)	
Strategy On-Site Workshop (Half Day /Up to 25 people may attend)	26%
Strategy Seminar / Two Hours (2)	26%
*Notates that Travel expenses additional if required	
Private Vendor Watch	26%
IDC's Private Vendor Watch Service provides detailed data and analysis on emerging technology vendors, markets, and deals that can't be found anywhere else.	
The <i>Private Vendor Watch Service</i> was designed by financial and strategic investors to address a gap in the marketplace for accurate information and expert guidance on smaller, private tech vendors before they hit the public radar. Each year, the service produces hundreds of company profiles by conducting actual company briefings; each profile includes detailed company vitals, combined with expert IDC analysis on potential gaps, opportunities, differentiators, and much more.	
Benchmarking \$TBD based on scope (Typically Fixed Price -	
Short Term Projects)	26%
IDC Smart IT Tools	
IDC is the industry leader for Benchmarking /IT Procumbent Tools. IDC's IT Advisory Tools form a growing set of solutions designed to ensure that your technology purchasing and deployment decisions are optimized for hardware, software and IT Services. IDC has been the pioneer in developing these valuable tools and is the unmistakable leader in the industry for a rigorous, fact-based approach to facilitating IT decision making. Our mission is to turn your IT expenditures into sound investments.	
Hardware: IDC Government Smart Index	

