

## **58% of Organizations are at a Digital Deadlock - IDC and the CIO Executive Council's *Guidant* Supports Executives on the Digital Transformation Journey**

*Access to world class research and peer community critical for success in driving strategic digital transformation initiatives*

**FRAMINGHAM, MA—June 20, 2018** –[IDC](#), the premier global provider of market intelligence and advisory services and sister organization the [CIO Executive Council](#), serving the evolving, challenging, and demanding role of the Chief Information Officer (CIO), today announced the launch of *Guidant*, from IDC and CIO. This dynamic offering provides clients with unlimited access to world-class research and industry leading analysts, and membership in a community with some of the world's most influential and evolving organizations today for peer perspective, and strategic leadership development. *Guidant* is delivered through a unique concierge service designed to guide today's CIOs and technology executives through every step of digital transformation. To learn more about *Guidant*, please visit: [guidantleadership.com](http://guidantleadership.com).

According to IDG and IDC's research, 93% of organizations have plans to pursue digital business transformation, but 59% of organizations are in stage 2 or 3 (out of 5 stages) of their digital transformation. While they are running digital projects and making progress, they are not making the headway required to achieve the larger goal — to digitally transform the overall organization. In fact, 73% of CIOs say it's challenging to find the right balance between business innovation and operational excellence.

To thrive in the digital economy, organizations must transform to treat technology and data as their lifeblood, embrace innovation, and digitally enhance the customer experience. The combination of fact-based research, peer community and leadership development programs provide the tools for success. Key differentiators of this joint offering include:

- **Educate and Validate Decisions**—Research provides insights into the applications of emerging technologies while addressing foundational decisions around IT modernization, platforms, and digital security.
- **Translate Insights into Action**—A community of technology executives and networking events facilitate candid peer discussions about best practices.
- **Develop Digital Leadership Skills**—Leadership and coaching services help develop the business and innovation skills needed to lead in the new digital enterprise.
- **Maximize time and Resources**—*Guidant* is delivered with a unique concierge service that provides industry and geography context.

"We understand the pressure today's executives continue to face as they launch and execute digital transformation initiatives. *Guidant* brings two of the most powerful brands in the IT industry together, to support CIOs and IT executives as they seek to leverage technology to drive business strategy," said Kirk Campbell, President and CEO, IDC.

"As a foremost authority on digital transformation initiatives, our unique combination of world class research and CIO peer community support is the silver bullet in tackling the toughest challenges facing today's executives and helping those stuck in a digital deadlock thrive in the new economy," said Kumaran Ramanathan, President of IDG Communications.

For more information on *Guidant*, please contact Sarah Murray at [sarah@attunecomunications.com](mailto:sarah@attunecomunications.com) or 781-378-2674.

**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 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology 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](#)), the world's leading media, data and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit [www.idc.com](http://www.idc.com). Follow IDC on Twitter at [@IDC](#) and [LinkedIn](#).

**About CIO Executive Council:**

Believing in a members-first approach, the CIO Executive Council, a division of IDG Communications, Inc., provides strategic leadership development for the transforming C-suite at the world's most influential and evolving organizations. The CIO Executive Council provides each member with a custom engagement experience that draws upon a wealth of programs and services, including: peer-to-peer interactions, a deep industry knowledge base, a range of professional development programs, and media/public relations opportunities that are tailored to an individual's strengths and career goals. For more information on joining the CIO Executive Council, visit [cioexecutivecouncil.com](http://cioexecutivecouncil.com). Follow the CIO Executive Council at [@CIOEC](#) and [LinkedIn](#).

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