



INDUSTRY

Global Research Firm

ON24 APPLICATIONS

[ON24 Webcast Center](#)

SUMMARY

With ON24's easy-to-use webcasting technology and high level of customer service, the Go-to-Market Services team selected ON24 to provide customized webcasting programs for customers.

ABOUT IDC'S GO-TO-MARKET SERVICES

IDC Go-to-Market Services (GMS) is a team of content-based marketing consultants dedicated to helping its clients leverage relevant IDC content and our custom services in their marketing initiatives to reach technology purchasers and influencers.

Line of Business

Go-to-Market Services

Headquarters

Framingham, MA

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC's Go-to-Market Services group designs and delivers solutions that help Tech Marketers more effectively achieve their marketing goals by leveraging the thought-leadership and independence of IDC research content and analyst expertise, as well as the best practices of IDC's Go-to-Market Services team and partners.

Objective: Responsiveness and Customization Instrumental

With a dedicated engagement team, IDC's Go-to-Market Services group identifies the best solutions for customers, while assuring quality and timely delivery. Occasionally, the Go-to-Market team required a webcasting vendor to develop customized audio or video webcasts when customers did not have a vendor of their own or resources to allocate to a specific project.

"We wanted to work with a vendor who could provide a high-level of service, ensuring a high-quality experience coupled with effective Webcast programs for our customers," explained Laura Nurzynski, vice president, IDC's Go-to-Market Services.

Result: Easy-to-Use Solution Increases Flexibility

The Go-to-Market Services group turned to ON24 inc., the leading webcasting solutions provider, to provide the webcasting services and technology for the group's custom webcasting requirements. With ON24's easy-to-use webcasting platform, the Go-to-Market Services team could easily plan, schedule, produce, and deliver webcasting events for customers.

"With ON24, we have incredible flexibility to create landing pages and event interfaces that are customized to our customers' needs. Combined with ON24's incredible customer service and reporting capabilities we are providing top-quality webcasting programs to our customers."

- Laura Nurzynski, vice president, IDC Go-to-Market Services

