

# The Business Value of Vanta



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## BUSINESS VALUE HIGHLIGHTS

Click any link and look for the ➤ symbol on the corresponding page. Use the Return to Highlights button to return this page.

**\$107,000**

average annual benefit  
per 10 internal users

**129%**

more productive  
compliance teams

**66%**

more efficient writing and reviewing  
of policies by security teams

**526%**

three-year ROI

**142%**

more framework and  
attestation-related audits  
prepared per year

**57%**

quicker access reviews

**3-month**

payback on investment

**81%**

quicker completion of security  
reviews and questionnaires

**\$535,000**

average annual benefit  
per organization

**82%**

less staff time needed  
per framework and  
attestation-related audit

**54%**

more productive third-party risk  
management teams

## Executive Summary

The landscape of cybersecurity governance, risk, and compliance (GRC) is growing increasingly complex due to a surge in cyberincidents, the rise of AI, and the shift to remote work, which has expanded attack surfaces. Organizations face significant financial implications from these incidents, including direct costs (e.g., regulatory fines and legal expenses) and indirect costs (e.g., business disruptions and lost revenue). The cost of cyberinsurance has also surged, prompting companies to reevaluate their strategies. Advanced GRC software, integrating automation, AI, and machine learning (ML), is essential for managing risks and ensuring compliance. Vanta's Trust Management platform exemplifies a comprehensive solution, offering continuous controls monitoring, real-time insights, and automation to streamline compliance and mitigate risks. However, challenges such as sprawling technology stacks and a cybersecurity labor shortage persist. Vanta addresses these by providing robust APIs and pre-built connectors and leveraging automation to enhance efficiency and maintain real-time compliance.

Through a series of in-depth customer interviews, IDC explored the value and benefits of using Vanta to automate compliance, streamline security tasks, and centralize visibility across GRC programs.

Based on an extensive data set and employing a specialized Business Value methodology, IDC calculates that these customers achieved benefits worth an annual average of \$535,000 on a per-organization basis (\$107,000 per 10 internal users) and a three-year ROI of 526% by:

- Boosting the productivity of a variety of risk mitigation teams, including security, compliance, audit, and IT
- Introducing new efficiencies into preparing framework and attestation–related audits, resulting in more completed audits that each require less staff time
- Providing more efficient and cost-effective risk management across the entire organization
- Bringing AI-based efficiencies to security-related tasks, such as security reviews, and helping to more easily develop companywide security policies
- Providing robust and effective third-party management
- Speeding up issue identification and remediation for greater operational resilience
- Enabling organizations to demonstrate their strong security posture and practices to build customer trust, which improves retention and drives new business
- Reducing overall operating costs for compliance and security operations

## Situation Overview

The landscape of cybersecurity GRC is fraught with challenges, particularly as organizations face a surge in cybersecurity incidents. The dual rise in AI and remote work has significantly expanded attack surfaces and cyberattacker tools, making it easier for cybercriminals to exploit vulnerabilities.

Furthermore, increasing regulations, especially emerging mandates around AI adoption, provide organizations with guardrails and guidance for safeguarding the business but often further tax teams that are already stretched thin amid a dire cybersecurity skills shortage.

The financial repercussions of cybersecurity incidents and expanding regulations are staggering. Organizations not only face direct costs such as regulatory fines, ransom payments, and remediation expenses but also suffer from business disruptions, lost revenue, and potential legal liabilities. The damage to brand reputation and customer trust can be long lasting, further compounding the financial impact.

Additionally, the cost of cyberinsurance has skyrocketed, with premiums increasing by as much as 60% post-pandemic. This has forced many companies to reassess their cybersecurity strategies and the necessity of cyberinsurance. The high costs and complex nature of managing cybersecurity risks underscore the need for robust GRC solutions that can provide continuous monitoring and rapid response capabilities.

In this evolving threat and regulatory landscape, organizations must adopt advanced, modernized GRC software to mitigate risks effectively and ensure compliance with ever-changing regulations. The ability to manage and reduce these risks proactively is crucial for maintaining operational resilience and protecting organizational assets.

The landscape of GRC software is undergoing a significant transformation, driven by advancements in automation, AI, and ML. These technologies are revolutionizing how organizations operate by enabling continuous controls monitoring, improved efficiency, continuous risk mitigation, and previously unattainable visibility across their GRC programs.

As we look ahead to 2025, the landscape of GRC software is poised for significant transformation. IDC predicts that the integration of AI will play a pivotal role in enhancing risk management capabilities. AI-driven tools can analyze vast amounts of data to identify potential risks and suggest mitigation strategies, making risk management more proactive and less reactive.

Continuous compliance is another critical trend. Traditional point-in-time compliance checks are obsolete. Continuous compliance ensures that organizations are always audit ready, reducing the risk of non-compliance and associated penalties. Moreover, automation, orchestration, and AI powering continuous compliance increase GRC team productivity, enabling faster remediation and continuous improvement. With this dramatic increase in ongoing compliance, organizations also become significantly more resilient to cyberattacks.

In the words of Philip Harris, IDC's research director for GRC, "The future of GRC lies in the seamless integration of AI and continuous compliance. These technologies will not only streamline GRC processes but also provide deeper security and business insights, enabling organizations to stay ahead of potential risks and regulatory changes while also contributing to company growth."

## Vanta Overview

Vanta's Trust Management platform is a comprehensive solution that automates compliance, streamlines security tasks, and centralizes visibility across GRC programs. Vanta helps accelerate the process of achieving and maintaining compliance with various security and data privacy standards and regulations. It integrates seamlessly with existing

IT infrastructure to continuously monitor and assess security controls, providing real-time insights and alerts. This proactive approach helps organizations identify and mitigate potential risks before they escalate, ensuring a robust security posture.

The platform supports a wide range of compliance frameworks, including SOC 2, ISO 27001, ISO 42001, HIPAA, HITRUST, and GDPR. Vanta's Trust Management platform simplifies the audit process by automating evidence collection and providing a portal where organizations can seamlessly collaborate and communicate with their auditors. This not only reduces the time, cost, and effort compliance requires but also minimizes the risk of human error. The software's intuitive dashboard offers a centralized view of compliance status, making it easier for IT and security teams to manage and track their progress.

For risk officers, Vanta's Trust Management platform provides valuable tools for risk assessment and management. The software's continuous controls monitoring capabilities ensure that any deviations from compliance standards are promptly detected and addressed. For third-party risk, Vanta brings structure and process to third-party risk management (TPRM) programs, including automated vendor discovery, prioritization, and review. Additionally, Vanta's robust reporting features enable organizations to not only ensure progress and proactively identify issues but also demonstrate their commitment to security and compliance — as well as ROI — to stakeholders, thereby enhancing trust and credibility.

Vanta's Trust Center and Questionnaire Automation products enable organizations to externally highlight their security posture and investments more effectively. They help teams complete security reviews more quickly by proactively addressing questions with a public-facing page and using AI to automatically craft responses to the questionnaires that do come through.

Overall, Vanta's Trust Management platform is an essential tool for organizations seeking to automate compliance, manage risk, and prove trust continuously in an increasingly challenging cybersecurity environment and complex regulatory landscape.

# The Business Value of Vanta

## Study Firmographics

IDC conducted research that explored and analyzed the value and benefits for organizations using Vanta to automate, streamline, and simplify GRC processes. The project included eight interviews with organizations that use Vanta and have experience with and/or knowledge about the benefits and costs of using Vanta. During the interviews, companies answered a variety of quantitative and qualitative questions about the offering's impact on their IT, audit, and compliance operations; GRC programs; core businesses; and costs.

**Table 1** presents the study's firmographics. The organizations that IDC interviewed had an average base of 763 employees and total average annual revenues of \$245.3 million. On average, these companies had IT staff of 5 professionals supporting 139 business applications. There were 4 companies based in the United States with the remainder in Canada (2), the United Kingdom, and Australia. From a vertical market standpoint, IDC's survey included organizations from the B2B Software-as-a-Service (4), financial services, communications, legal, and travel and hospitality sectors. Additional metrics are presented.

**TABLE 1**  
**Firmographics of Interviewed Organizations**

Firmographics	Average	Median	Minimum	Maximum
Number of employees	763	310	106	3,500
Number of security, compliance, and/or GRC staff	7	4	1	27
Number of IT staff	5	3	1	15
Number of business applications	139	150	59	175
Total organizational revenue	\$245.3M	\$27.0M	\$15.0M	\$1.2B
Countries	United States (4), Canada (2), United Kingdom, Australia			
Industries	B2B SaaS (4), financial services, communications, legal, travel and hospitality			

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

## Choice and Use of Vanta

The organizations that IDC interviewed described the criteria involved in their selection of Vanta to automate, streamline, and simplify compliance and audit processes and optimize overall risk management profiles. Knowledgeable individuals with direct and hands-on experience with Vanta's value proposition provided detailed comments about the company's purchase decision, representing a broad range of factors.

Study participants appreciated the built-in functionality that was available to automate ongoing compliance and governance tasks. In addition, they called out the benefits of having an organized and systematic approach to SOC 2 attestation and ISO 27001 certification. They also noted that the Vanta Trust Center enabled them to upload compliance, privacy, and InfoSec data to a single location, which ultimately benefited their customers and sales teams.

### Study participants elaborated on their selection criteria:

#### **Market-Leading Solution with Strong Automation Benefits:**

*“My company needed to replace the old solution that we were using with a tool that was better placed in the market and had strong automation.”*

#### **Automation of Manual GRC Tasks:**

*“A key deciding factor for my organization in selecting Vanta was that we were at capacity with staff and needed a tool that could automate a lot of the manual processes from a governance, risk, and compliance standpoint.”*

#### **Structured, Process-Based Approach to Compliance:**

*“Before Vanta, my organization was doing ISO 27001 compliance in a very ad hoc manner, which was unsustainable. Our compliance requirements kept getting broader through M&A, and we wanted to do SOC 2, so we needed a tool to better support these requirements.”*

#### **Ease of Expanding into New Frameworks:**

*“My organization deployed Vanta because we needed to find an organized and systematic approach to getting SOC 2 attestation. We have since expanded to a couple different models and have achieved ISO 27001 as well.”*

#### **Centralized Document Storage:**

*“Our previous tool was an internal repository where we stored everything, but it didn’t really have an easy way for us to pass materials onto our customers. We looked at Vanta to solve this problem. The Vanta Trust Center enables us to upload our compliance, privacy, and InfoSec docs to one central location. So now it’s really a one-stop shop for anyone, including our security program, customers, and sales team.”*

**Table 2** (next page) provides a quantitative view of Vanta usage across all companies at the time of interviews. On average, Vanta touched 65 business applications. These applications provided capabilities for 50 internal users and involved 43 vendors.



TABLE 2  
Organizational Usage of Vanta

Vanta Usage	Average	Median
Number of internal users	50	18
Number of vendors	43	25
Number of business applications	65	37

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

# Business Value and Quantified Benefits

IDC data sets and anecdotal comments derived from interviewed customers confirmed that the Vanta solution improved the overall performance and productivity of various teams, including those involved in audit and compliance as well as security, IT, and other risk management operations. In addition, the solution helped to ensure a more effective risk management profile across the entire organization. Study participants noted that Vanta brought automation-based efficiencies to security tasks, such as performing customer security reviews and developing companywide security policies. In addition, Vanta introduced efficiencies for preparing framework and attestation–related audits, resulting in less staff time required and more completed audits. Additional benefits included providing robust and effective third-party management and reducing operating costs for compliance and security operations.

## Study participants offered these comments on the most significant benefits of Vanta:

### Simplifying Compliance:

*“The most significant benefit of Vanta is how it helps us simplify compliance. Vanta gives us the ability to automate workflows, centralize security tasks, and report on results. Vanta gives my organization the immediate ability to reduce the amount of time it takes to complete an audit.”*

**Compliance Automation and Centralization:**

*“The two biggest benefits of using Vanta for my organization are compliance automation and centralization. Additionally, the Trust Center part of the product is great. It gives customers self-service capabilities to have custom security questionnaires.”*

**Compliance Centralization for Executive Reporting:**

*“The biggest benefit of Vanta for my organization is the centralization of compliance efforts. Everything we do is in Vanta, and it’s our dashboard to show senior leadership what our current risk status is and how we have reduced risk. Centralization has helped us achieve significant benefits around regulatory compliance, privacy, and answering privacy questions.”*

**Risk Mitigation:**

*“My organization has mitigated risk by moving our collection of Excel sheets into Vanta. This has helped us create operational workflows and benefit from automation.”*

**Quicker Sales Process for Increased Revenue:**

*“Vanta has helped my organization from a business revenue perspective. We have moved deals quicker from a timing perspective and shifted the process of deal closures. Vanta has enabled us to significantly cut the security portion of deals down to one-third of its original timeline.”*

Figure 1 (next page) presents IDC’s calculations of cumulative customer benefits after adoption of Vanta. As shown, average annual benefits were quantified at

► \$535,000 per organization (**\$107,000 per 10 internal users**).

**Figure 1 breaks down customer benefits further in terms of:**

- **Compliance and Audit Benefits:**

Interviewed organizations achieved significant compliance and audit–related productivity gains that helped reduce third-party costs.

- **Security Benefits:**

IDC noted that the security team worked more efficiently, especially when performing customer security reviews. Interviewed organizations also found that Vanta’s automation enabled their TPRM teams to work with significantly higher productivity.

- **IT Management Benefits:**

IT management teams gained efficiency through the increased visibility and the reduced burden of security tasks Vanta provided.

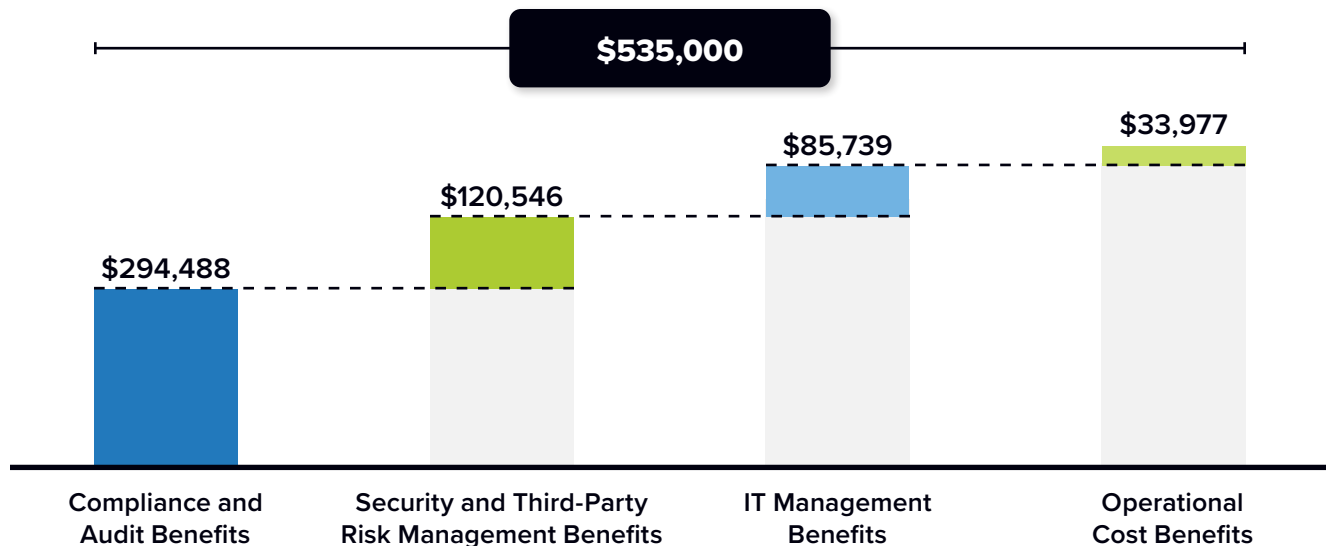
- **Operational Cost Benefits:**

Vanta enabled interviewed companies to decrease their reliance on external consultants and consolidate compliance-related tools.

## ► FIGURE 1

## Average Annual Benefits per Organization

(\$)



n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

For an accessible version of the data in this figure, see [Figure 1 Supplemental Data](#) in Appendix 2.

## Compliance and Audit Benefits from Vanta

Maintaining IT compliance remains challenging for organizations. There is an increasing variety of government regulations that protect sensitive personal and business data. Companies — especially those in highly regulated verticals such as healthcare and financial services — need to diligently ensure ongoing compliance with these regulations while keeping careful records of critical data and data trails. Vanta's platform helps businesses automate and manage their compliance and audit processes by automating evidence collection for frameworks such as SOC 2, HIPAA, PCI, and GDPR via continuous monitoring. Interviews with study participants, accompanying data sets, and task-specific IDC calculations broadly confirmed these and other aspects of Vanta's overall value proposition.

In their detailed comments to IDC, interviewed companies noted that Vanta's automated testing and documentation functionality helped them move away from manual processes and data formats, including spreadsheets, emails, and documents that had become increasingly unmanageable over time. They also appreciated Vanta's ability to enhance GRC team productivity and time savings through automated testing and documentation. Study participants also noted that custom controls and policy templates made processes easily repeatable.

## Study participants elaborated:

### **Fast Time-to-Value Through Automated Testing and Documentation:**

*“What is great about Vanta is that as soon as you turn it on, you can start monitoring compliance without trying to build the system yourself. It matches up the controls with automated testing and documentation. It is a requirement that is constantly assessed.”*

### **GRC Team Productivity:**

*“Given the type of data that we process for our customers, having SOC 2 is so important. The fact that our team can do SOC 2 relatively easily and track it is a huge advantage of Vanta. It has centralized the GRC function. Having Vanta is like having 2.5 additional employees for our company.”*

### **Time-Saving Policy Templates:**

*“Vanta has given my organization the ability to add to and change our policy frameworks, especially through the use of policy templates. The templates provided huge time savings. They allowed us to stand up the policy part of our ISO program in a couple of weeks rather than in months.”*

### **Custom Control Mapping:**

*“My organization has used Vanta to create custom control mapping for some of the new Canadian regulations, like RPAA 25. Vanta enables us to map our controls to these new regulations to show that we are in line with them, which is good to show our customers and management team.”*

### **Reduced Operational Costs:**

*“The biggest financial benefit of Vanta for my organization is the reduction of operational costs. We would need at least an additional full-time employee to do the automated continuous monitoring and testing that we are doing with the built-in Vanta integrations.”*

### **Vanta as a Collaborative Partner:**

*“The Vanta team is always available and quick to respond to our questions or needs. There have been a lot of feature requests that we’ve made along our journey, and they have really listened to exactly what we have requested and implemented the features. It is a huge benefit that has saved us both time and efficiency.”*

IDC applied its Business Value methodology to validate this anecdotal reporting by quantifying benefits for Vanta, beginning with the performance of compliance teams. Vanta’s Automated Compliance module and consolidation enabled compliance teams to map controls



Vanta does so much to help us achieve and maintain attestations and certifications by providing continuous compliance and policy tracking. The platform serves as the single source of truth for our documents that are accessible across the organization. Vanta enables us to understand and manage our frameworks so much better.”

to frameworks, use policy templates, continuously test and monitor their environment, gather evidence with efficiency, and better manage certifications. As one study participant noted: *“Vanta does so much to help us achieve and maintain attestations and certifications by providing continuous compliance and policy tracking. The platform serves as the single source of truth for our documents that are accessible across the organization. Vanta enables us to understand and manage our frameworks so much better.”*

**Table 3** quantifies overall compliance team benefits in terms of productivity gains. After adoption, the interviewed companies saw a substantial productivity boost, in that their teams could work at the equivalent productivity level of 1.7 additional FTEs. Additionally, interviewed organizations found that Vanta reduced their need to hire 1.5 additional team members (or allowed them to have those FTEs focus on other projects). Factoring this in, interviewed organizations achieved a significant productivity gain of 129%, valued at \$223,202 for each organization.

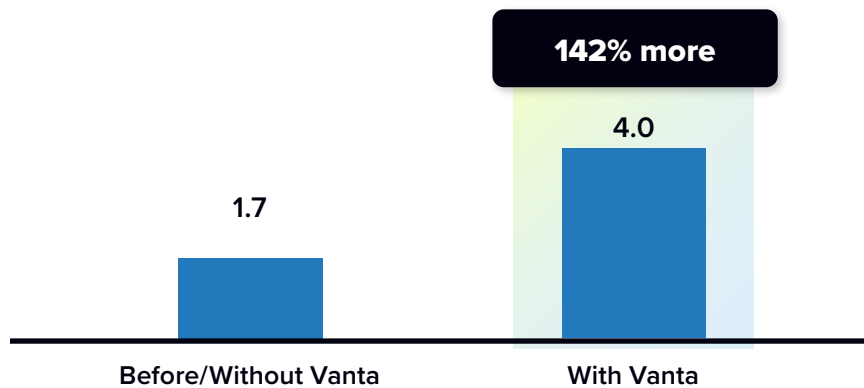
► **TABLE 3**  
**Compliance Team Productivity Gain**

	Before/ Without Vanta	With Vanta	Difference	Benefit
Equivalent productivity level, FTEs	2.5	<b>4.2</b>	1.7	68%
Hiring avoidance	n/a	<b>1.5</b>	1.5	n/a
Value of staff time per year	\$173,317	<b>\$396,519</b>	\$223,202	129%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

Improvements in compliance team productivity translated to the ability to complete more audits. Vanta automates up to 90% of the work involved in preparing for an audit, depending on the framework and organizational complexity. Commenting on the reduction of manual work involved in audits, one study participant noted: *“Before Vanta, any compliance or audit–related work at my organization was manual. We had a lot of spreadsheets, emails, Word documents, and collected artifacts in multiple folders. It was not manageable and not up to date. Vanta helps with organization and being systematic.”* As shown in **Figure 2** (next page), study participants reported that Vanta-automated evidence gathering, pre-built security and privacy framework support, and GRC workflow consolidation enabled their compliance teams to increase the number of framework/attestation-related audits prepared annually by 142%.

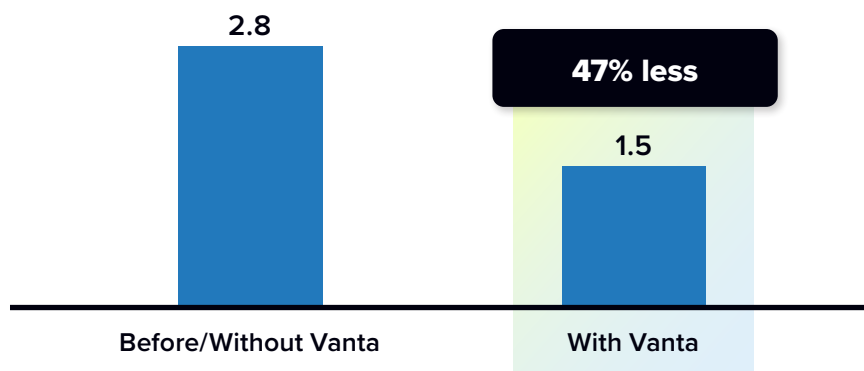
► **FIGURE 2**  
**Number of Framework/Attestation-Related Audits Prepared per Year**  
 (Audit per year)



n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

Drilling down further, **Figure 3** shows that 47% fewer FTEs were needed to complete each framework/attestation-related audit. Vanta's built-in automation functionality helped companies migrate from manual processes and less workable data formats.

**FIGURE 3**  
**Number of Internal FTEs Working on Each Framework/Attestation-Related Audit**  
 (Number of FTEs)



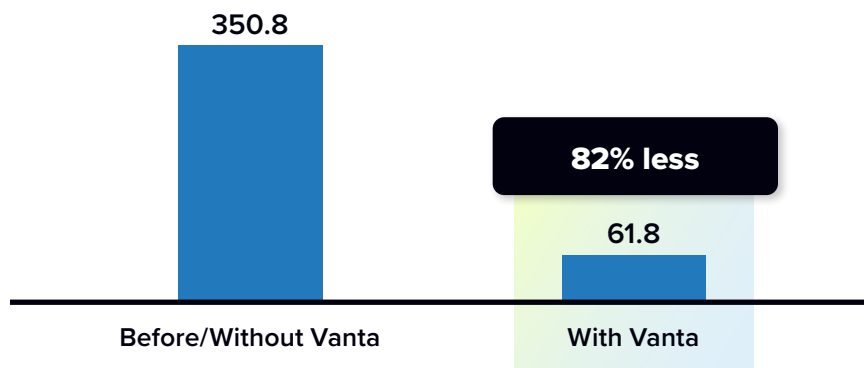
n = 8; Source: IDC Business Value In-Depth Interviews, September 2024



Before Vanta, any compliance or audit-related work at my organization was manual. We had a lot of spreadsheets, emails, Word documents, and collected artifacts in multiple folders. It was not manageable and not up to date. Vanta helps with organization and being systematic.”

Another more granular perspective on boosts in audit productivity is shown in **Figure 4**. Measured in hours, organizations needed 82% less staff time to complete each audit after adopting Vanta.

► **FIGURE 4**  
**Staff Time Needed per**  
**Framework/Attestation-Related Audit (Hours)**  
 (Staff per hour)



n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

Not only is Vanta helping compliance teams take on more audits with fewer resources, but organizations are also seeing material business results as an outcome of their new frameworks and attestations. As one study participant noted: *“Security compliance has been a deciding factor in some of our sales to customers, especially having SOC 2. It is almost table stakes, and I believe we would be losing out on quite a bit of business if we didn’t have that and ISO 27001. Having those frameworks was cited as the deciding factor in a few sales last year. Additionally, we do business in Europe, and having the evidence on file to show that we’re compliant with GDPR privacy regulations worldwide has assisted sales quite a bit as well. We’ve grown business because of our attestations and certifications, and importantly, we have maintained or gained customer trust.”*

IDC then shifted the focus to cost impacts related to framework/attestation auditing. In addition to being able to prepare significantly more audits annually, Vanta enabled interviewed companies to require less third-party support (e.g., consultants), ultimately reducing costs on an annual basis by 11% (**Table 4**, next page).



Security compliance has been a deciding factor in some of our sales to customers, especially having SOC 2 ... We’ve grown business because of our attestations and certifications, and importantly, we have maintained or gained customer trust.”

TABLE 4

## Framework/Attestation Cost Impact

Framework/ Attestation Impact – Annual Cost Savings	Before/ Without Vanta	With Vanta	Difference	Benefit
Number of framework/ attestation- related audits to prepare for per year	1.7	<b>4.0</b>	2.4	142%
Third-party cost per audit (i.e., audit support, external consultants)	\$58,210	<b>\$21,367</b>	\$36,844	63%
<b>Total framework/ attestation cost per year</b>	<b>\$97,017</b>	<b>\$86,060</b>	<b>\$10,957</b>	<b>11%</b>

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

Audit teams also experienced positive impacts. Vanta’s automated compliance features and Auditor Portal enabled these teams to automate processes, gain increased visibility, and progress through audits more quickly. As one study participant noted: *“Vanta gives our audit team real-time visibility of our security posture; they can ultimately use it to track current audit posture at any given time.”*

**Table 5** (next page) quantifies overall audit team benefits. After adoption, interviewed companies saw a 56% productivity boost. IDC calculated that this resulted in an annual productivity-based business value of \$67,286 for each organization.



Vanta gives our audit team real-time visibility of our security posture; they can ultimately use it to track current audit posture at any given time.”



TABLE 5  
Audit Team Productivity Gain

	Before/ Without Vanta	With Vanta	Difference	Benefit
Equivalent productivity level, FTEs	1.7	2.7	1.0	56%
Value of staff time per year	\$120,500	\$187,786	\$67,286	56%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

## Security Team and Security Review Benefits from Vanta

Vanta makes security and compliance easier for customers so they can focus more on core business goals and activities while ensuring they meet and maintain rigorous security standards. In their detailed conversations with IDC, study participants discussed how their organizations were able to better prioritize risks according to threat level and manage their IT asset inventory. Continuous monitoring also enables real-time vulnerability and security posture tracking, which allows for faster remediation and reduced operational risk. Additionally, the platform includes AI-powered tools to complete security reviews more efficiently. Interviewed companies noted that Vanta helped them increase customer trust through proving security posture by highlighting how important certifications and attestations were updated and completed. This trust resulted in improved customer retention and new business. Finally, study participants also cited the high value Vanta’s customer success and support teams provided as a key and ongoing benefit.

### Study participants discussed these and other key advantages:

#### Consolidation and Automation for Continuous Monitoring:

*“Vanta gives my organization a consolidated view for vulnerability management. This consolidation allowed us to connect their automation to our primary systems. It enabled us to track in real time our vulnerability and audit posture. Previously, we did not have the capability to know this information at any given time.”*

**Reduced Operating Risk Through Enhanced Risk Visibility:**

*“Regarding security improvements, Vanta has certainly increased visibility. If we see any controls or any areas failing, then they can be addressed quickly and efficiently. As a result, our operating risk has reduced because issues are getting addressed quicker.”*

**Top Risk Prioritization:**

*“Vanta Risk Management has given my organization the ability to focus on our top risks. The risk register has helped us manage those risks and prioritize them accordingly. We essentially completed a review of the organization, identified the top risks, and then managed our risk management program through the risk register product.”*

**Automated Asset Management:**

*“Our security team uses Vanta to do access reviews and manage inventory. Our IT asset inventory is stored in Vanta, and it helps manage incident response — the platform helps us track down assets and recover them. Employee onboarding and offboarding are completely automated in Vanta as well.”*

**Vulnerability Management Program:**

*“Our security team uses Vanta to build and maintain our vulnerability management program. We also use it from a security perspective to do a gut check to make sure that we are maintaining good security hygiene in our production environments. Additionally, Vanta’s automated security reviews are a core use case for my organization.”*

**Customer Self-Service Capabilities:**

*“My company uses the Trust Center product. In the last 30 days, there have been 256 requests that include documents like our ISO certification, security overview, GDPR certificate, and compliance packet. Previously, we had to manually share all these documents. Vanta gives the requestor the ability to self-service and download them if they have an NDA on file, which is fantastic. It saves our team so much time.”*

**Increased Customer Trust and New Business:**

*“Vanta enables my organization to prove our security posture. We have all the security documents in one centralized location, which helps our teams illustrate and highlight to customers that we maintain our certifications. By showing that we have a strong security posture, we’re building customer trust, improving customer retention, and driving new business.”*

**Vanta Support and Partnership:**

*“The willingness of the Vanta customer success and support teams to work for their customers is amazing. Vanta has been one of the first vendors that I’ve worked with in the last 16 years where I actually truly believe that. They are a fantastic, fantastic team. We definitely value our partnership.”*

IDC then verified these observations. Study participants reported that the “single pane of glass” view Vanta provides enabled their security teams to create and maintain consistent security policies, streamline and automate their personnel and asset access review processes, and identify and remediate risk with speed and efficiency.

Using customer-provided data sets, IDC calculated the following post-adoption metrics for Vanta deployment:

- ▶ • **66% more efficient writing and reviewing of security policies**
- ▶ • **57% quicker access reviews**
  - 45% quicker risk remediation
  - 42% reduction in overall business/operational risk

Study participants repeatedly noted that built-in automation functionality saves security team time. One manager described Vanta’s security posture advantages this way: *“Vanta helps our security team identify and track risk. In addition, it helps them complete access reviews and is a single point of truth. It gives us the visibility to see if we’re not compliant with our technical controls, which helps us maintain our security posture. It has a pretty big impact on efficiency.”*

**Table 6** quantifies these benefits. After adoption, interviewed companies saw a 23% efficiency boost. This means that interviewed organizations needed 0.6 fewer FTEs with Vanta to manage equivalent environments so that staff could more easily scale with organizational growth. This improvement resulted in an annual business value of \$58,333 for each organization.

**TABLE 6**  
**Security Team Efficiency Gain**

	Before/ Without Vanta	With Vanta	Difference	Benefit
FTE count	2.5	1.9	0.6	23%
Value of staff time per year	\$250,000	\$191,667	\$58,333	23%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

“

Vanta helps our security team identify and track risk. In addition, it helps them complete access reviews and is a single point of truth. It gives us the visibility to see if we’re not compliant with our technical controls, which helps us maintain our security posture. It has a pretty big impact on efficiency.”

Study participants noted significant improvements in responding to security reviews from customers and prospects. The Vanta platform includes AI-powered tools to help companies conduct security reviews faster and more efficiently. Its Trust Center and Questionnaire Automation products helped them complete reviews quicker by proactively addressing questions with a public-facing page, automatically crafting questionnaire responses using AI, and creating a comprehensive security knowledge base. As a result, each security review took 16.4 fewer hours to complete (Table 7). Using the assumption that each employee works 1,880 hours per year, Vanta reduced the impact of security reviews on FTEs by 81%. The impact was valued at \$47,683 in staff time per year.

► **TABLE 7**  
**Security Review Impact**

	Before/ Without Vanta	With Vanta	Difference	Benefit
Number of security reviews per year	54.8	<b>54.8</b>	n/a	n/a
Hours per review	20.3	<b>4.0</b>	16.4	81%
Annual FTE impact	0.6	<b>0.1</b>	0.5	81%
Value of staff time per year	\$59,215	<b>\$11,532</b>	\$47,683	81%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

## Third-Party Risk Management Benefits from Vanta

TPRM has become a key practice in today’s complex markets. This practice addresses the need to evaluate risks commonly introduced when working with third parties. Interviewed companies reported that Vanta brought structure and process to their TPRM programs, including automated vendor discovery, prioritization, and review, in some cases eliminating the need for security reviews altogether.

## Study participants made these detailed comments:

### Bringing Process and Consistency to Vendor Reviews:

*“My organization didn’t have a vendor review process before Vanta; it was kind of the Wild West. Vanta has positively impacted our ability to consistently perform reviews in a timely fashion.”*

### Automated Vendor Discovery and Review:

*“Vanta has helped with SaaS application discovery. Any time an employee is using a SaaS application with their corporate email, our team finds out. If it’s being used for business purposes, we do the vendor risk assessment. The reviews themselves are significantly more efficient and less manual. Vanta has built-in AI, so the vendor risk review only takes one hour now; prior, it used to take up to six hours.”*

### Automated Alerts and Risk Prioritization:

*“Every time a new vendor comes into my organization, Vanta alerts us and puts a risk level on it. Depending on that risk level, we determine the level of due diligence we want to do.”*

### Security Review Elimination:

*“The Vanta Vendor Risk Management module allows our IT people to initiate vendor reviews. If the app meets a certain set of criteria, the process can move forward automatically. My organization can get apps to our internal customers faster by eliminating the need for certain manual security reviews.”*

### Identification of High-Risk Vendors:

*“The Vanta Vendor Risk Management tool enables my organization to identify high-risk vendors and make sure we’ve got the right legal and service-level agreements in place. It gives us the ability to understand how we need to move forward contractually. Before, we didn’t have any sort of control over our third parties.”*

IDC then examined the performance of risk management teams. The Vendor Risk Management module helped organizations harness the power of automation to streamline their vendor discovery and review process. As one study participant noted on its use: *“Prior to using Vanta, vendor risk management took our team four days; now it takes 30 minutes. In our security program, everything revolves around Vanta.”*

**Table 8** (next page) quantifies third-party risk management team productivity gains with Vanta. After adoption, interviewed companies recognized a sizable productivity gain of 54%. IDC calculated that this resulted in an annual productivity-based business value of \$17,378 for each organization.



Prior to using Vanta, vendor risk management took our team four days; now it takes 30 minutes. In our security program, everything revolves around Vanta.”

► TABLE 8

## Third-Party Risk Management Team Productivity Gain

	Before/ Without Vanta	With Vanta	Difference	Benefit
Equivalent productivity level, FTEs	0.5	<b>0.7</b>	0.2	54%
Value of staff time per year	\$32,083	<b>\$49,462</b>	\$17,378	54%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

## IT Management Benefits from Vanta

IDC then evaluated post-adoption impacts of Vanta related to the efficiency levels of the IT management team. This team benefited from Vanta providing automation to more effectively onboard and offboard employees. In comments to IDC, study participants also appreciated that the Vanta platform brings speed, clarity, and accountability to finding and remediating control weaknesses by creating tickets in version control systems (such as Jira) for the appropriate technical teams to address. Notably, Vanta usage also resulted in fewer requests for the security team and facilitated IT infrastructure maintenance and management requests.

### Study participants elaborated on the following benefits:

#### Automated Onboarding and Offboarding:

*“The asset inventory functionality of Vanta has had a positive impact on the IT staff in my organization. Onboarding and offboarding of employees are now fully automated. Also, Vanta monitors things for hardened laptops like antivirus; we get alerts if laptops don’t have the right protections, and it’s fixed immediately.”*

#### App Access Reviews for Internal and External Audit:

*“My organization uses Vanta as our onboarding and offboarding tool so that we can keep track of who has access to what things. It allows us to keep a more consistent and reliable mapping. Vanta also gives us a very clean checklist of apps that need to be removed versus apps that don’t. Additionally, from an audit perspective, we have a centralized place for an auditor to go look and say, “Here’s the offboarding ticket, and here’s the review process that happened as part of that offboarding.”*

**Faster Remediation with Accountability:**

*“Vanta frees up IT time because it brings clarity to finding and remediating control weaknesses. From the compliance perspective, we just need to click a button, and immediately it creates a Jira ticket for the appropriate technical team to address. All tickets are logged, which means that the technical teams have got accountability and an audit trail of what work they have completed.”*

**Less Distracting Security Requests:**

*“Our IT management team has saved three to four hours per week by not having to answer security requests.”*

**Efficient Integration Setup:**

*“Vanta handles all integration maintenance and management. Our IT team only needs to set up the connectors, which takes about an hour each. The whole process is more efficient than our past solution.”*

IT management teams benefited from Vanta consolidating their compliance environments, providing easy integration setup, increasing their visibility into their asset environment, and aiding in onboarding and offboarding processes. **Table 9** quantifies efficiency impacts for these teams, showing that, after adoption, interviewed companies saw a 56% efficiency boost, freeing up time for highly skilled individuals to support other areas of the business. This resulted in an annual business value of \$87,765 for each organization.

**TABLE 9**  
**IT Management Team Efficiency Gain**

	Before/ Without Vanta	With Vanta	Difference	Benefit
FTE count	1.6	0.7	0.9	56%
Value of staff time per year	\$157,265	\$69,500	\$87,765	56%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

# Operational Efficiencies from Vanta

Finally, IDC’s assessment of total business value includes calculations for operational cost benefits. Vanta enabled interviewed organizations to consolidate manual processes and tools into a single platform. Automation, visibility, and consistent policies also decreased the need for external contractor support. One study participant described it this way: *“One of the biggest business risks is the amount of time audits take. Historically, with our financial audit, an external auditor would take three months to look at our systems and risk profile. With Vanta on board, we did it ourselves in a week. The amount of time it used to take our technical teams to provide evidence has been significantly reduced.”*

IDC calculated total annual operational cost savings that included reductions derived from platform consolidation and the avoidance of tool costs and costs associated with the use of external consultants and contractors. As shown in **Table 10**, this amounted to \$34,780 in annual cost reduction.

**TABLE 10**  
**Operational Cost Savings**

Annual Operational Cost Savings	Per Organization
Platform consolidation/tool costs avoided	\$11,382
External consultants/contractor costs avoided (additional)	\$23,398
Annual cost reduction	\$34,780

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

# ROI Summary

Summing up the financial and business-related benefits presented for study participants’ use of Vanta, IDC conservatively calculated an average three-year ROI. As shown in **Table 11** (next page), IDC projects that these companies will achieve three-year discounted benefits worth an average of \$1,280,900 per organization through better compliance and risk management, enhanced staff efficiencies, and cost savings.



One of the biggest business risks is the amount of time audits take. Historically, with our financial audit, an external auditor would take three months to look at our systems and risk profile. With Vanta on board, we did it ourselves in a week. The amount of time it used to take our technical teams to provide evidence has been significantly reduced.”



These benefits compare with total three-year discounted costs of \$204,700 per organization. IDC projects these levels of benefits and investment costs to result in an average three-year ROI of 526% with a payback period of three months, including deployment. Please see **Appendix 1** for additional information about IDC methodology and the definitions.

► **TABLE 11**

**Three-Year ROI Analysis**

	Per Organization	Per 10 Internal Users
Discounted benefits	\$1,280,900	\$256,180
Discounted investment	\$204,700	\$40,940
Net present value	\$1,076,200	\$215,240
<b>ROI</b>	<b>526%</b>	<b>526%</b>
<b>Payback</b>	<b>3 months</b>	<b>3 months</b>
Discount factor	12%	12%

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

# Challenges/Opportunities

## Challenges

As the governance, risk, and compliance landscape continues to evolve, organizations face a growing set of challenges. Increasing regulatory complexity adds significant pressure, as the expansion of compliance requirements across global jurisdictions, such as the EU AI Act, GDPR, and other emerging local frameworks, makes it difficult for organizations to stay up to date and maintain continuous compliance. In addition, the need for ongoing monitoring and a shortage of skilled cybersecurity professionals further complicate risk management efforts. At the same time, there is a growing demand for transparency and trust from customers and business partners, creating an opportunity for organizations to differentiate themselves by demonstrating their commitment to security and compliance.

This section explores these key challenges in the GRC space and highlights the opportunities for leveraging the Vanta platform to streamline compliance workflows, enhance risk management capabilities, and provide real-time insights, ultimately driving efficiency, reducing operational costs, and fostering stronger customer relationships.

### These challenges and opportunities include:

- **Integration Complexity:**

One of the most pressing challenges for buyers of GRC software is the complexity of integrating these solutions with existing IT infrastructure. According to IDC, many organizations struggle with the seamless integration of GRC platforms into their current systems, which can lead to data silos and inefficiencies. The need to integrate various compliance frameworks and risk management tools exacerbates this complexity, making it difficult to achieve a unified view of governance, risk, and compliance.

- **Continuous Monitoring and Compliance:**

Ensuring continuous compliance and real-time risk monitoring is another major challenge. IDC notes that traditional GRC processes are often manual and periodic, which can result in outdated compliance statuses and delayed risk identification. The need for continuous monitoring is critical in today's fast-paced regulatory environment, where new threats and compliance requirements emerge regularly. Organizations must adopt GRC solutions that offer real-time insights and automated compliance checks to stay ahead of potential risks.

- **Increasing Regulatory Requirements:**

As global regulatory landscapes continue to grow and evolve, organizations face an increasing number of compliance requirements across multiple jurisdictions. Navigating these complex regulations, such as the EU AI Act, GDPR, and emerging local frameworks, requires continuous monitoring and adaptation. This expanding regulatory burden adds pressure to compliance teams, who must balance adherence to these requirements with operational efficiency, all while avoiding penalties and reputational damage.

- **Skill Shortages:**

The cybersecurity labor shortage significantly impacts the effectiveness of GRC programs. IDC's research highlights that organizations face difficulties in finding qualified professionals to manage and operate GRC software. This shortage not only hampers the implementation and maintenance of GRC solutions but also affects the ability to respond to compliance and risk management needs promptly. The lack of skilled personnel can lead to increased reliance on automation, which means AI embedded into GRC solutions must work accurately and fit seamlessly into the user experience.

## Opportunities

- **Simplifying Integration:**

Vanta addresses the integration complexity by offering robust APIs and hundreds of pre-built connectors that facilitate seamless integration with existing IT systems. By providing comprehensive support for various compliance frameworks and risk management tools, Vanta helps organizations achieve a unified view of their GRC landscape. This approach reduces data silos and improves overall efficiency, making it easier for organizations to manage their governance, risk, and compliance activities.

- **Leveraging Automation and AI:**

To mitigate the impact of increasing regulations and skill shortages, Vanta leverages advanced automation and AI capabilities. By automating routine compliance tasks and risk assessments, Vanta reduces the dependency on human expertise and allows existing staff to focus on more strategic activities. AI-driven insights also enhance the accuracy and speed of risk identification and compliance checks, ensuring that organizations remain compliant and secure even with limited personnel.

- **Enabling Continuous Monitoring:**

Vanta's continuous controls monitoring capabilities help organizations maintain real-time compliance and risk management. By offering automated compliance checks and real-time alerts, Vanta ensures that organizations can promptly detect and address any deviations from compliance standards. This proactive approach not only helps them stay ahead of regulatory changes but also enhances their ability to respond to emerging threats quickly. Vanta's intuitive dashboard provides a centralized view of compliance status, making it easier for organizations to track and manage their GRC activities effectively.

- **Growing Demand for Transparency and Trust:**

As consumers and business partners become more discerning about security and data privacy, organizations have a significant opportunity to build stronger relationships by demonstrating transparency in their cybersecurity and compliance practices. By using Vanta to provide real-time, verifiable data on security posture and compliance status, organizations can foster trust, improve customer retention, and attract new business, positioning themselves as leaders in data security and privacy.

# Conclusion

Organizations face significant financial impacts from cyberincidents, including regulatory fines, legal expenses, and business disruptions. The rise of AI, the shortage of cybersecurity professionals, and the surging cost of cyberinsurance have prompted a reevaluation of strategies. Advanced GRC software, integrating automation, AI, and machine learning, is essential for managing risks, ensuring compliance, and enabling business growth.

Vanta's Trust Management platform offers a comprehensive solution with continuous controls monitoring, real-time GRC program insights, and automation to streamline compliance and mitigate risks. IDC's research, based on customer interviews, highlights the significant benefits of using Vanta, including an annual average benefit of \$535,000 per organization and a three-year ROI of 526%. Key benefits include increased productivity of GRC teams, more efficient audit preparation, cost-effective risk management, enhanced operational resilience, and revenue gains from increased customer trust.

# Appendix 1: Methodology

Table 12 presents a summary of IDC’s Business Value calculations the previous sections have fully described, with total average annual benefits of \$535,000 per organization.

TABLE 12  
Specific Calculations: Benefits from Use of Vanta

Category of Value	Average Quantitative Benefit	15% Margin Applied	Calculated Average Annual Value*
Compliance team productivity gain	129% more productive worth 3.2 FTEs, \$70,000 salary	No	\$218,050
Framework/attestation impact — cost impact	\$10,957 saved annually	No	\$10,704
Audit team productivity gain	56% more productive worth 1.0 FTEs, \$70,000 salary	No	\$65,733
Security team efficiency gain	23% more efficient worth 0.6 FTEs, \$100,000 salary	No	\$56,987
Security review efficiency impact	81% more efficient worth 0.5 FTEs, \$100,000 salary	No	\$46,582
Third-party risk management team productivity gain	54% more productive worth 0.2 FTEs, \$70,000 salary	No	\$16,977
IT management team efficiency gain	56% more efficient worth 0.9 FTEs, \$100,000 salary	No	\$85,739
Annual cost avoidance	\$34,780 in annual operational cost savings	No	\$33,977
Total average annual benefits	\$535,000 per organization per year		

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

IDC used its standard ROI methodology for this project. This methodology is based on gathering data from current users of Vanta as the foundation for the model.

### Based on interviews with organizations using Vanta, IDC performed a three-step process to calculate the ROI and payback period:

1. **IDC gathered quantitative benefit information during the interviews using a before-and-after assessment of the impact of Vanta.** In this study, the benefits included IT cost reductions and avoidances, staff time savings and productivity benefits, and revenue gains.
2. **IDC created a complete investment (three-year total cost analysis) profile based on the interviews.** Investments go beyond the initial and annual costs of using Vanta and can include additional costs related to migrations, planning, consulting, and staff or user training.
3. **IDC calculated the ROI and payback period. It conducted a depreciated cash flow analysis of the benefits and investments for the organizations' use of Vanta over a three-year period.** ROI is the ratio of the net present value (NPV) and the discounted investment. The payback period is the point at which cumulative benefits equal the initial investment.

### IDC bases the payback period and ROI calculations on a number of assumptions, as follows:

- Time values are multiplied by burdened salary (salary + 28% for benefits and overhead) to quantify efficiency and productivity savings. For the purposes of this analysis, IDC has used assumptions of an average fully loaded \$100,000 per year salary for IT staff members and an average fully loaded salary of \$70,000 for non-IT staff members. IDC assumes that employees work 1,880 hours per year (47 weeks x 40 hours).
- The net present value of the three-year savings is calculated by subtracting the amount that would have been realized by investing the original sum in an instrument yielding a 12% return to allow for the missed opportunity cost. This accounts for both the assumed cost of money and the assumed rate of return.
- Further, because Vanta requires a deployment period, the full benefits of the solution are not available during deployment. To capture this reality, IDC pro-rates the benefits on a monthly basis and then subtracts the deployment time from the first-year savings.

*Note: Some numbers in this document may be inexact due to rounding.*

## Related Research

- *Vanta Announces New Product Features and Milestones for GRC Teams* (IDC #lCUS52587324, September 2024)
- *Vanta Announces the Addition of Security Questionnaire Automation and Vanta AI to Its Trust Center Product* (IDC #lCUS52131424, May 2024)

# Appendix 2: Supplemental Data

This appendix provides an accessible version of the data for the complex figure in this document. Click “Return to original figure” below the table to get back to the original data figure.

**FIGURE 1 SUPPLEMENTAL DATA**  
**Average Annual Benefits per Organization**

	Per Organization
Compliance and audit benefits	\$294,488
Security and third-party risk management benefits	\$120,546
IT management benefits	\$85,739
Operational cost benefits	\$33,977
<b>Average annual benefits</b>	<b>\$535,000</b>

n = 8; Source: IDC Business Value In-Depth Interviews, September 2024

[Return to original figure](#)

# About the IDC Analysts



## **Megan Szurley**

**Business Value Manager, Business Value Strategy Practice, IDC**

Megan Szurley is manager for the Business Value Strategy practice, responsible for creating custom business value research that determines the ROI and cost savings for enterprise technology products. Megan's research focuses on the financial and operational impact of these products for organizations once deployed and in production. Prior to joining the Business Value Strategy Practice, Megan was a consulting manager within IDC's Custom Solutions division, delivering consultative support across every stage of the business life cycle: business planning and budgeting, sales and marketing, and performance measurement. In her position, Megan partners with IDC analyst teams to support deliverables that focus on thought leadership, business value, custom analytics, buyer behavior, and content marketing. These customized deliverables are often derived from primary research and yield content marketing, market models, and customer insights.

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## **Philip D. Harris, CISSP, CCSK**

**Research Director, Governance, Risk and Compliance Services, IDC**

Phil Harris is the research director for GRC Services and Software. He is responsible for developing and socializing IDC's point of view on risk, advisory, and privacy services including governance, risk, and compliance with enterprises, IT suppliers and service providers. Phil develops research on business strategies, the impact of relevant service offerings on enterprises. Phil also works with other worldwide and regional analysts to develop a holistic set of thought leadership and actionable research for IT Buyers and Suppliers. Phil's primary focus will be advising technology-based clients on business strategies related to their investment in risk, privacy, governance, and compliance advisory and management services and software.

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**Grace Trinidad**

**Research Director, Future of Trust, IDC**

Grace Trinidad is research director in IDC's Security and Trust research practice responsible for the Future of Trust research program. In this role she provides strategic guidance and research support on approaches to trust that include risk, security, compliance, privacy, ethics, and social responsibility. Dr. Trinidad has published peer-reviewed research on privacy and trust, exploring public attitudes towards commercial use of personal health information. Other areas of Dr. Trinidad's research include the ethics of artificial intelligence and data sharing, trust in healthcare providers and in healthcare organizations, genomic database use and accessibility, and data equity.

[More about Grace Trinidad](#)

# Message from the Sponsor



**Vanta is the leading trust management platform that helps simplify and centralize security for organizations of all sizes.**

Over 9,000 companies, including Atlassian, Omni Hotels, Quora, and ZoomInfo, rely on Vanta to build, maintain, and demonstrate trust — all in a way that's real-time and transparent. Founded in 2018, Vanta has customers in 58 countries with offices in Dublin, London, New York, San Francisco, and Sydney.

For more information, visit [www.vanta.com](https://www.vanta.com).

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