



IDC Government Insights Named Exclusive Research Partner to Marketplace.city

Government users gain access to IDC research and use cases to support new smart city initiatives across the country

FRAMINGHAM, Mass., CHICAGO, and BARCELONA, Spain, November 19, 2019 – [IDC Government Insights](#) today announced it has been named the exclusive Research Partner to [Marketplace.city](#), an organization dedicated to simplifying the process of finding, validating, and procuring new technology solutions in cities to improve service delivery to the public.

IDC Government Insights' [Smart Cities and Communities](#) practice, led by Ruthbea Yesner, provides governments around the world with fact-based research and advisory services on how to leverage technology to align government services with the needs and expectations of residents, visitors, and local businesses. Through this exclusive partnership, Marketplace.city government users will gain access to select IDC research, designed to help CIOs, civic innovation leaders, and IT employees as they make key strategic technology investment decisions.

NOMINATE NOW ! IDC Government Insights recently announced nominations are open for the 2020 Smart Cities North America Awards, designed to shine a spotlight on urban innovation in the use of technology and data, partnerships, funding models, and community engagements. Visit <http://bit.ly/2BeGEP5> to learn more.

Cities, counties, and regional governments are looking to attract business, grow employment opportunities, and deliver improved services by facilitating citizen engagement and optimizing operations around technology innovation. Together, IDC and Marketplace.city are committed to supporting governments in their quest to transform and improve city life through the use of smart solutions. IDC's deep bench of independent, timely, and relevant research will offer Marketplace.city's users the framework needed to execute a wide variety of smart city initiatives and address their communities' most pressing challenges.

"We are thrilled to partner with Marketplace.city and provide the much-needed support government officials need as they execute smart city initiatives," said [Ruthbea Yesner](#), vice president, IDC Government Insights and Smart Cities. "We look forward to connecting with Marketplace.city members to help them navigate the technology landscape and identify the right smart solutions designed to address their unique needs."

"IDC Government Insights is recognized as a foremost authority on smart city & technology initiatives and we are pleased to offer our members access to their research as an extension of our offering and enhance their Marketplace.city experience as they deploy new technology programs," said Chris Foreman, CEO of Marketplace.city. "This partnership underscores our unwavering commitment to supporting municipalities across the U.S. and those government innovators eager to implement new technologies to ensure a more sustainable, resilient, and equitable future."

For additional information about this partnership or to speak with Ruthbea Yesner, please contact Sarah Murray at 781-378-2674 or sarah@attunecomunications.com.

About IDC Government Insights

IDC Government Insights assists government policy, program, and IT leaders, as well as the suppliers who serve them, in making more effective technology decisions by providing accurate, timely, and insightful fact-based research and consulting services. Staffed by senior analysts with decades of government and IT industry experience, our global research analyzes and advises on business and technology issues facing the Federal/Central and local/provincial Governments. International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology market. IDC is a subsidiary of IDG, the world's leading media publishing, research consulting, and exhibition services company. For more information, please visit www.idc-gi.com, email info@idc-gi.com, or call 703-485-8300.

About Marketplace.city

Marketplace.city helps governments find, evaluate, and procure technology products and solutions. We show governments a market landscape of technologies, how peers have used the solutions, past contracts/pricing, and available procurement options. This helps governments lower the resources, cost, and risk to technology procurements. Marketplace.city is free to the public sector and over 175 governments use our tools and data today. Learn more at <https://marketplace.city> or contact [Hello@marketplace.city](mailto>Hello@marketplace.city).

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