

# HG Insights IT & AI Spend Model

The only forward-looking IT and AI spend signal built at the individual account level, updated monthly, and now covering AI investment.

## Overview

The **HG Insights Spend Model** is a forward-facing 12-month projection of **IT and AI investment**, built at the individual account level and rolled up to the market level. HG's approach combines a data-driven methodology with consensus-based forecasting, triangulated against vendor revenues and the stated positions of credible data providers. Unlike sources that blend enterprise and consumer spend or report only externally, HG separates internal IT operations spend from external vendor spend across 140+ categories, with enterprise and SMB accounts both covered across 16.3 million businesses globally.

In July 2026, HG introduced a companion **AI Spend Model** into RGI Fabric, a separate model built because AI investment grows faster and conventional IT spend models systematically underestimate it. It covers 14 categories across AI hardware, software, and services for 500,000+ enterprise and SMB companies, giving account-level resolution that market-level forecasts from analyst firms cannot provide.

## Impact

Spend is the signal that makes account scoring and territory decisions financially grounded, surfacing where budget is moving before a company starts researching vendors.

- The only forward-looking spend signal at the account level, updated monthly
- The only provider with AI spend at account-level resolution: 14 categories, no market-level guesswork
- 140+ IT spend categories for granular, surgical account filtering
- Enterprise and SMB coverage across 16.3M businesses globally
- Proprietary methodology triangulated against vendor revenue and Fortune 100 wallet-share data over 15+ years

## Built for High-Performing GTM Teams Who Need to:

- ✓ Prioritize high-value accounts
- ✓ Size opportunities before engaging
- ✓ Uncover whitespace for expansion
- ✓ Identify competitive displacement opportunities
- ✓ Focus on accounts with the highest revenue potential

## KPIs

**\$5T**

Enterprise IT spend tracked globally

**\$460.5B**

SMB IT investment projected for 2026

**14**

AI spend categories, 500K+ companies

**75%**

of Fortune 100 tech companies use HG data

## Top Use Cases

### IT Spend

- **Account Scoring:** adds financial evidence to fit and intent signals, sharpening prioritization to include real budget, not just fit.
- **Signal-Based Selling:** surfaces accounts as budget moves, ahead of intent data, before a prospect starts researching vendors.
- **Territory & Quota Design:** builds territories on where the money is actually flowing, not headcount or geography, so reps aren't shorted or overloaded.
- **Market Sizing & Whitespace:** grounds TAM, SAM, and SOM in category-level spend, then overlays it against current coverage to find the gaps.

### AI Spend

- **Account Prioritization:** Absolute AI Spend rolls up total projected AI spend across a company and its subsidiaries, for account-level visibility and opportunity sizing.
- **Category-Level Precision:** 14 categories let reps target the specific AI motion, infrastructure, copilots, or foundation models, instead of a vague "AI budget."
- **Market & Territory Sizing:** Relative AI Spend distributes spend by geography and industry with no double-counting, built for reliable TAM and territory planning.
- **Land and Expand:** for every existing IT Spend customer, AI Spend is a natural upsell into their fastest-growing budget category.

## Core capabilities



#### IT Spend Model

12-month forward projection across 140+ categories for enterprise and SMB accounts.



#### AI Spend Model

14 AI investment categories spanning hardware, software, and services, covering 500K+ enterprise and SMB companies.



#### Internal + External Spend

Separates internal IT operations spend from third-party vendor spend, with no duplication across categories.



#### Triangulated Accuracy

Validated against vendor revenues, analyst consensus, and years of Fortune 100 wallet-share data.



#### Platform-Wide Activation

Powers Market Analyzer, Data Studio, Sales Copilot, and account scoring models across HG's RGI Platform.

## HG INSIGHTS REVENUE GROWTH INTELLIGENCE

HG Insights delivers AI-powered Revenue Growth Intelligence (RGI) solutions that modernize GTM strategy for B2B companies. Its platform turns deep technographic, IT spend, intent, and buyer data into actionable insights and automated workflows that accelerate pipeline and improve revenue predictability. 95% of Fortune 1000 B2B tech companies and all major hyperscalers rely on HG Insights to grow revenue, boost efficiency, and improve retention. Learn more at [hginsights.com](https://hginsights.com).

Let's explore how HG Insights IT & AI Spend Model can help you win with financially grounded account intelligence; schedule a demo today.

[Schedule a Demo](#)

[marketing@hginsights.com](mailto:marketing@hginsights.com) | 1 N Calle Cesar Chavez, STE 100, Santa Barbara, CA 93103 | (805) 880-1100