



Big Data and Analytics Services

Market Analysis
Abstract

February 2018
research.nelson-hall.com





Who Is This Report For?

NelsonHall's "Big Data and Analytics Services" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within big data and analytics services and within digital services
- Vendor marketing, sales and business managers developing strategies to target data service-related and digital service opportunities
- Financial analysts and investors specializing in the IT services sector.

Scope of the Report

The report analyzes the worldwide services market for big data, analytics, data visualization and data warehousing. It addresses the following questions:

- What is the current and future market for big data and analysis services?
- What are the client segments for big data and analytics services, and their characteristics? What are the drivers, benefits, and inhibitors for each segment?
- What is the size and growth of the big data and analytics services markets by client segment, geography, service line, activity and sector?
- How did spending grow in 2016 and how will it increase in 2017 and onwards?
- How is the market organized? Who are the main vendors? How can they be assessed and compared? What are vendor challenges and critical success factors by market segment?
- What are the offerings in the market?
- How are big data and analytics services shaping?



Key Findings & Highlights

NelsonHall's market analysis of the big data and analytics services consists of 65 pages. It provides an in-depth understanding of the dynamics at play in the big data and analytics services market.

The big data and analytics services industry has gone through two major disruptions. The first disruption is related to technology: the adoption of big data in the form of open source software and data visualization tools have challenged the economics of traditional offerings, enterprise data warehouse (EDW) and BI. The second disruption is related to digital transformation, in which big data and analytics plays a major role to support new business models and operational effectiveness.

The big data and analytics services market is expected to grow by 8% over the 2016-2021 period, growing to \$41.3bn. This is a solid growth level, corresponding to two to three times the growth of IT services spending.

Within big data and analytics services, spending is shifting: in 2017, the share of spending related to mature offerings (database, EDW, and BI) represented 40% of software testing spending; this will decrease to 25% by 2021.

Service spending in MDM, data quality, and data preparation is solid and will grow by 9% over the 2017-2021 period. Big data services spending is growing at a double-digit rate, and so are data science, analytics, data visualization, and AI. Looking ahead, growth in big data services will slow, as IT service vendors assemble their own reference architectures and vendors such as AWS enrich their big data PaaS offerings. Growth in data science and data visualization will remain strong: client appetite for insights is only starting.

From a geography perspective, spending growth in North America will remain solid, in spite of the uncertainty of the U.S. economy brought by the Trump administration. In EMEA, we have assumed that:

- U.K.: macro-economic conditions resulting from Brexit would deteriorate for the next two to three years
- Western European countries are all back to growth, including the Netherlands.

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Report Length

65 slides, consisting of seven chapters.

Vendors Researched

Accenture, Atos, Capgemini, DXC Technology, EPAM Systems, Infosys, LTI (L&T Infotech), NTT DATA, Sopra Steria, TCS, Tech Mahindra, Trianz, Virtusa, and Wipro.

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