Impact of Digital on IT Services in the High Tech Sector: 2017

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in the High Tech Sector: 2017" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the high tech sector

- Vendor marketing, sales and business managers developing strategies to target IT services (ITS) opportunities within the high tech sector

- Financial analysts and investors specializing in the IT services and BPS sector.

Scope of the Report

The report is based on interviews with executives in the high tech sector in the U.S., U.K., Continental Europe, and Asia Pacific.

The report analyzes the worldwide market for IT services within the high tech sector and addresses the following questions:

- What are the principal business priorities faced by organizations in the high tech sector?

- What IT initiatives are planned by organizations in the high tech sector?

- How relevant are digital initiatives to organizations in the high tech sector?

- What digital initiatives are planned by organizations in the high tech sector?

- What business areas are targeted for digital initiatives by organizations in the high tech sector?

- What digital technologies are planned to be introduced by organizations in the high tech sector?

- What are the key selection criteria used by organizations in the high tech sector to select suppliers to implement digital initiatives?

- What shifts in sourcing approach are expected by executives in the high tech sector over the next three years?

- How do companies in the high tech sector expect their spend on ITS services to change over the next three years?

Key Issues & Highlights

The key business issues that need to be addressed by high tech companies are increasing their speed-to-market and frequency of product iteration, improving their ability to forecast demand (often arising from market instability), and improving their return on marketing.

Digital is a significant mechanism in addressing these issues, and two out of every three high tech companies see digital as highly relevant to their industry. Accordingly, high tech companies are:

- Aiming to reduce their cost of doing business while launching new products and services to generate new revenue streams, and reducing their service turnaround times

- Focusing their digital initiatives on online commerce and the downstream supply chain, including deploying IoT/sensor based technology in support of improved service fulfillment

- Increasing their usage of SaaS and reducing new application time-to-market

- Increasingly evaluating vendors on their agile development capability.

Contents

Report Length

46 pages, consisting of 7 chapters

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