Impact of Digital on IT Services in the Transportation Sector: 2019

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in Transportation Sector: 2019" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Transportation sector

- Vendor marketing, sales and business managers developing strategies to target IT services (ITS) opportunities within the Transportation 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 Transportation sector in the U.S., U.K., Continental Europe, and Asia Pacific.

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

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

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

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

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

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

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

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

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

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

Key Issues & Highlights

Transportation organizations are focusing significantly on business priorities that attract and retain customers. In part, they seek to achieve this through more efficient operations and an ability to accelerate time to market for new products and services. These priorities led transportation companies to identify, unprompted, the following key business priorities:

- Improving customer service through expanded digital, mobile and chat capabilities

- Increasing efficiency in the planning, forecasting and demand management processes

- Revenue optimization through the use of analytics, cognitive, machine learning, and deep learning technologies.

Accordingly, transportation companies are:

- Identifying and pursuing digital initiatives to improve customer experience and grow revenues

- Expanded use of cloud, DevOps, integration, and SaaS to modernize application landscapes

- Prioritizing the engagement of vendors with deep industry knowledge, and an ability to accelerate application development and implement SaaS solutions.

Contents

Report Length

55 pages, consisting of 6 chapters

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