



Impact of Digital on IT Services in the Automotive Sector: 2020

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in Automotive Sector: 2020" report is a comprehensive market assessment report designed for:

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

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

- What are the principal business priorities faced by organizations in the Automotive sector?
- What IT initiatives are planned by organizations in the Automotive sector?
- How relevant are digital initiatives to organizations in the Automotive sector?
- What digital initiatives are planned by organizations in the Automotive sector?
- What business areas are targeted for digital initiatives by organizations in the Automotive sector?
- What digital technologies are planned to be introduced by organizations in the Automotive sector?
- What are the key selection criteria used by organizations in the Automotive sector to select suppliers to implement digital initiatives?
- What shifts in sourcing approach are expected by executives in the Automotive sector over the next three years?
- How do companies in the Automotive sector expect their spend on ITS services to change over the next three years?



Key Issues & Highlights

The principal business priorities for automotive companies are primarily focused on improving production efficiencies while expanding market share. The two primary business priorities identified unprompted by automotive companies were:

- Improving the time to market and new product development through improved business agility
- Modernizing the technological landscape to reduce costs and enable business agility.

Accordingly, automotive companies are:

- Looking to better align production and customer requirements through the expanded use of customer analytics
- Modernizing the IT landscape through the further adoption of cloud and SaaS to accelerate time to market.

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2.	Executive Summary
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Report Length

58 pages, consisting of 6 chapters

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