



Impact of Digital on IT Services in the High Tech Sector: 2020

Market Analysis
Report Abstract

July 2020

David McIntire
IT Services Research Program
NelsonHall

56 pages

July 2020
research.nelson-hall.com





Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in High Tech Sector: 2020" 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

High tech organizations are placing a primary focus on expanding market share and improved competitiveness. This is, in part, achieved through increased efficiency in the production process. Two primary business priorities to do this, identified unprompted by high tech companies were:

- Accelerating time to market to better meet customer demands by improving the efficiency of the new R&D and new products development processes
- Reducing operational costs across administration, production, and customer services.

Accordingly, high tech companies are:

- Implementing digital capabilities to accelerate supply chain and planning processes
- Expanding the use of analytics to gain a better understanding of customer needs and how to tailor marketing campaigns to maximize effectiveness
- Migrating a larger proportion of the IT landscape to cloud environments and SaaS-based applications and consolidating legacy applications to reduce operating costs.

Contents

1.	Introduction
2.	Executive Summary
3.	Market Forecast
4.	Key Business and IT Issues and Initiatives
5.	Digital Initiatives
6.	Changes in IT Spend

Report Length

56 pages, consisting of 6 chapters

Report Author

David McIntire

david.mcintire@nelson-hall.com