



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

Market Analysis
Report Abstract

August 2020

David McIntire
IT Services Research Program
NelsonHall

56 pages

August 2020
research.nelson-hall.com





Who Is This Report For?

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

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

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

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



Key Issues & Highlights

Telecom companies are focused on improving relationships with both current and potential customers. Key business priorities cited by telecom companies, unprompted, focus on improving the delivery of customer service and expanding its revenue base. Two primary business priorities to do this, identified unprompted by telecom companies were:

- Applying automation and emerging technologies to accelerate the delivery of customer service
- Grow market share and expand revenue through expanded service portfolio.

Accordingly, telecom companies are:

- Implementing digital workforce management capabilities
- Leveraging analytics to improve real-time visibility into operations and customer demand
- 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