Enterprise IT Strategy Intelligence Service

Part of the Enterprise Technology Service Area Package

Helping enterprises and their suppliers navigate the technology-driven business transformation journey.

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" As enterprises reflect and finetune strategies for driving growth, agility and competitiveness, it is essential to ensure that technology investments keep humans and the planet at large at the core. "

Hansa Iyengar
Senior Principal Analyst

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Example of Omdia's Enterprise IT Spend & Staffing Metrics Tool
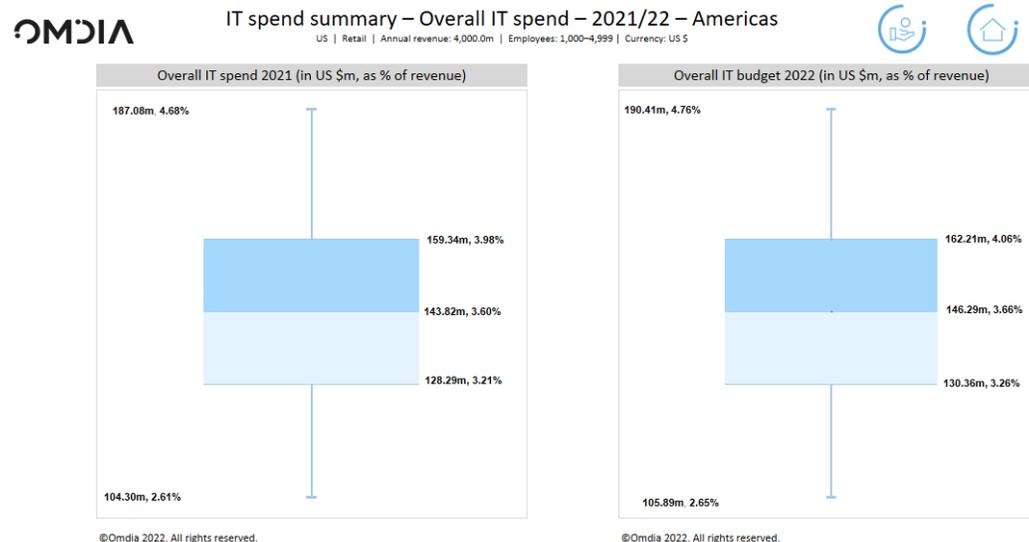
HOW OMDIA HELPS YOU

- Understand enterprise priorities for managing the business of IT, from strategic planning through to performance benchmarking

- Discover how IT management best practices are being applied to maximize the value of IT-enabled business investments

KEY QUESTIONS ADDRESSED

- In a world still adjusting to a post-pandemic 'new normal', where are the key opportunities for technology strategies to be recalibrated and are enterprises focusing on the correct priorities?

- What are the most effective approaches to managing the business of IT? How to manage the evolving and expanded role of the CIO?

- What roles do strategic planning, agile project management and platform adoption play in the digital transformation journey?

NEW ENHANCEMENTS

- Enterprise IT Playbook is a collection of tools that will allow businesses to evaluate their maturity around implementations of technologies such as AI and data/analytics

- Customer-facing interactive products like podcasts, webinars (free access) and Analyst Clinics (for subscribers only)

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IT spend summary – Overall IT spend – 2021/22 – Americas
US | Retail | Annual revenue: 4,000.0m | Employees: 1,000–4,999 | Currency: US $

Overall IT spend 2021 (in US $m, as % of revenue)

187.08m, 4.68%
159.34m, 3.98%
143.82m, 3.60%
128.29m, 3.21%
104.30m, 2.61%

Overall IT budget 2022 (in US $m, as % of revenue)

190.41m, 4.76%
162.21m, 4.06%
146.29m, 3.66%
130.36m, 3.26%
105.89m, 2.65%

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Enterprise IT Strategy: Our Expert Analysts

Hansa Iyengar
Senior Principal Analyst
Enterprise Transformation Strategy

Terry White
Associate Chief Analyst
Enterprise Technology Strategy

Roy Illsley
Chief Analyst
IT Ecosystems & Operations

Al Blake
Principal Analyst
IT Strategy & Service Delivery

Michael Azoff
Chief Analyst
Cloud Native Computing

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Enterprise IT Strategy: Deliverables

MARKET FORECASTS
Examines and forecasts the market for common IT management software solutions

REPORTS
Insight reports, trends report, technology assessment reports and trends to watch reports

PRESENTATIONS
Quarterly scheduled briefings with analysts on research highlights from all aspects of the market.

ANALYST INSIGHTS
Analyst commentary on market shifts, technology and regional developments, vendors, events, and more.

ANALYST ACCESS
Prompt responses from Omdia's regional analyst team to urgent and unique questions.

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Enterprise IT Strategy: Reports

Insights Reports

Frequency: Quarterly

Investigating the factors impacting the IT function and how to navigate them. Insights into operating technologies and methods to drive down cost and improve customer experience. Effectively leveraging IT to increase revenue opportunities, agility and speed time-to-market.

Omdia Universe / Market Radar

Frequency: Annual

Evaluation of vendor technologies supporting various facets of enterprise IT, cybersecurity, hybrid workplace, and more.

Software Market Forecasts: IT Management

Frequency: Annual

Analyze IT management software market forecasts and growth rates by market size, region, and industry.
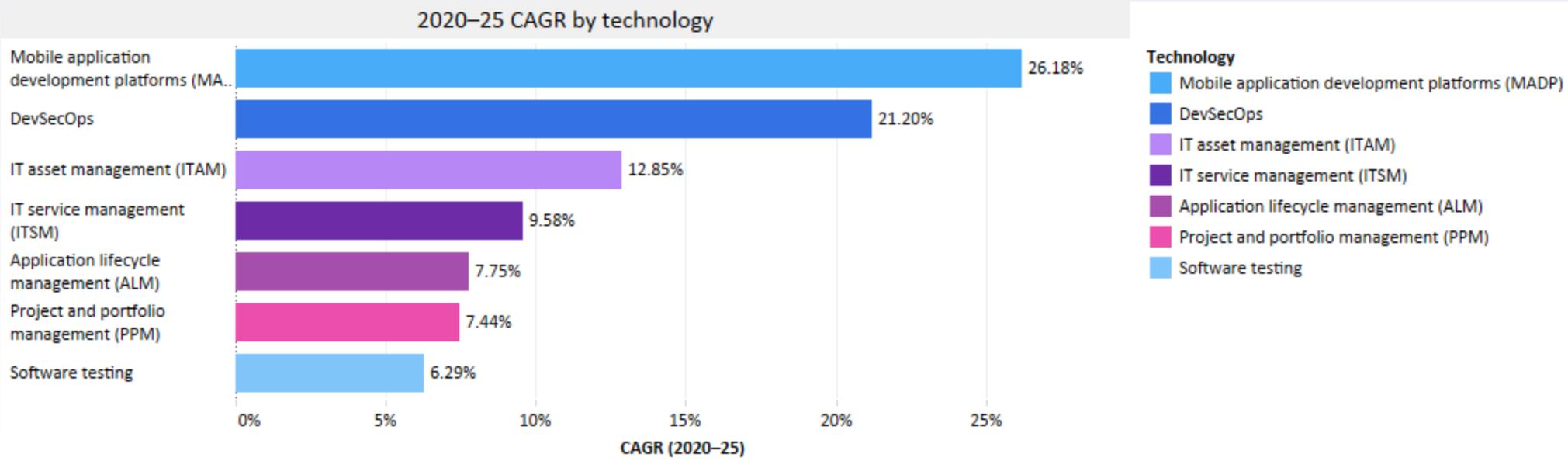
Trends to Watch Reports

Frequency: Annual

Overview of the key trends for the CIO and business technology leaders. Reviews relevant technologies that can reduce costs, increase responsiveness, and assist decision making.

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Enterprise IT Strategy: Market Data

Software Market Forecasts: IT Management

This forecast provides revenue opportunity estimates for seven key segments (ALM, DevSecOps, MADP, ITAM, ITSM, PPM, and Software testing) for the period 2020–25, spanning five regions and 11 vertical industries.

2020–25 CAGR by technology

Technology	CAGR (2020–25)
Mobile application development platforms (MA..	26.18%
DevSecOps	21.20%
IT asset management (ITAM)	12.85%
IT service management (ITSM)	9.58%
Application lifecycle management (ALM)	7.75%
Project and portfolio management (PPM)	7.44%
Software testing	6.29%

Technology
- Mobile application development platforms (MADP)
- DevSecOps
- IT asset management (ITAM)
- IT service management (ITSM)
- Application lifecycle management (ALM)
- Project and portfolio management (PPM)
- Software testing

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Enterprise IT Strategy: Research Themes for 2023

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Delivering & managing inclusive innovation	Time-to-innovation and 'looping' faster are key priorities for enterprises but it is essential to ensure that innovation is inclusive, unbiased, ethical and sustainable. • How should enterprises define what inclusive innovation means for the business? • How does this impact vendor selection and governance? • What role can technology play in delivering inclusive innovation?
Managing security & risk in the new workplace	The challenges of managing a workplace that will be dramatically different from what everyone is used to is one of the biggest challenges for businesses. • How should enterprises build a secure foundation for a hybrid workforce? • What organizational changes are required to support a hybrid, global workforce that demands flexibility? • How and where can automation help? • What changes need to be made to traditional hiring, appraisal, and retirement processes and practices?
The role of technology in enabling sustainability	Concerns about the environmental and social impact of corporate entities have come to the forefront as customer demand for sustainable products and practices gains momentum. It is essential for enterprises to leverage technology to embed sustainability in the business. • How can technology help define what sustainability means for the business? • What role does technology play in building sustainability practices and using them for differentiation? • How can technology enable transparency around efforts to assess, measure and govern sustainable business practices?
Continuous modernization as the foundation of transformation	Using a combination of continuous modernization and a principles-based approach to technology investments, enterprises can speed time-to-innovation, 'loop' faster and deliver transformation that matters. • How should enterprises manage complexity, reduce/eliminate technical debt, and modernize legacy apps? • How does this impact vendor selection and governance? • What role does AI play?
Platforms and ecosystems are essential for success	Enterprise platforms and ecosystems are becoming increasingly important. • What is the target environment for legacy modernization? • Architecting and managing a platform environment. • Exploring the different types of internal and external platforms.

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Enterprise IT Strategy: Omdia Operating Model – Redefining IT – business engagement in the post-pandemic world
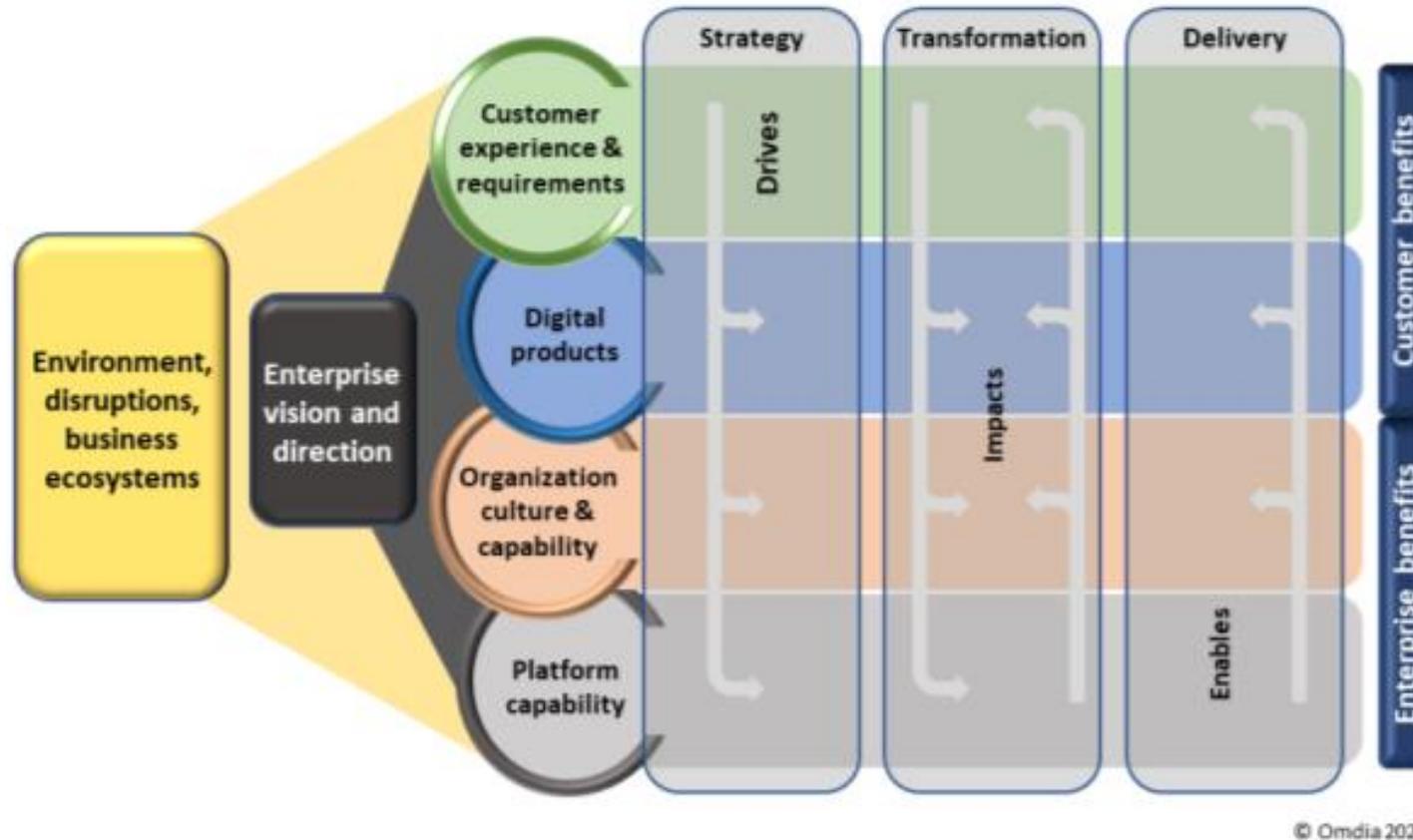
Related Content: Enterprise Technology Service Area Coverage

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Service Area Package: **Enterprise Technology**

Enterprise IT Strategy Intelligence Service	Enterprise Mobility Intelligence Service
Customer Engagement Intelligence Service	Unified Communications & Collaboration Intelligence Service
	Enterprise Premises Networks Intelligence Service

IT Spending Predictor Spotlight Service – Global	IT Enterprise Insights Spotlight Service
IT Spending Predictor Spotlight Service – Banking	Financial Services Spotlight Service
IT Sales Prospector Spotlight Service	Enterprise Technology Advisory Service Spotlight Service

About Omdia's Enterprise Technology Services

Omdia provides expert analysis and data on service providers, their markets, and the strategies for success. We can help you assess which markets and services will drive future growth, understand the changing digital landscape, navigate market regulation, benchmark competitors, and select the appropriate partnerships and business models to exploit new technologies, services and segments.

Our global team of domain and local market experts, leveraging the most comprehensive industry dataset available, will help you unlock value in entirely new and profound ways.

Custom Solutions

Omdia's consulting services offer a true end-to-end service capability across all aspects of your product lifecycle, from concept and product development, to go-to-market and sales effectiveness. **Contact us** if you have a project that you would like to discuss with a member of the team.

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Our "Ask an Analyst" Service Provides Best in Class Customer Support

Whether you need guidance to navigate the service, information regarding our methodologies or you want to better understand a data trend, Omdia's support team is here to help.

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- Understand more about our methodologies

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Shelley Hunter
Customer Success Manager

Kâren Dyer
Customer Success Manager

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of our customers rate our service as Excellent or Very Good

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Thank you

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