

IT Enterprise Insights Spotlight Service

Part of the Enterprise Technology Service Area Package

Technology and communications buyer intelligence by line of business

**PRODUCT OVERVIEW | IT Enterprise
Insights Spotlight Service**

The VICIA logo is displayed in a bold, black, sans-serif font. The letter 'V' is stylized with a dot at its top-left corner. The letters 'I', 'C', and 'A' each have a dot above them. The logo is positioned in the bottom right area of the slide, with decorative dotted patterns in the background.

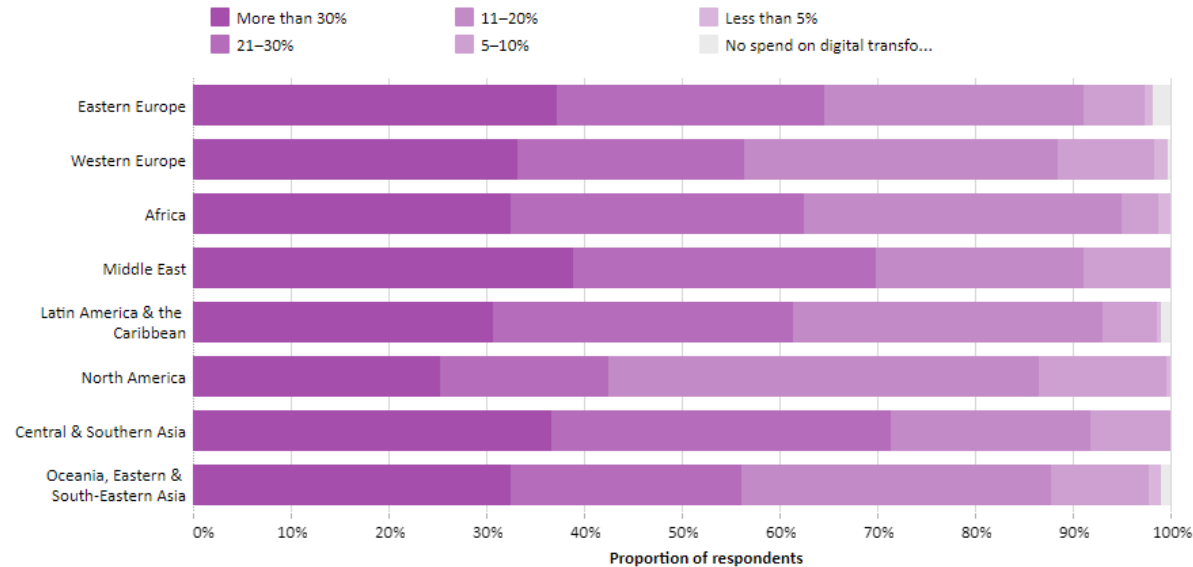
“ Understanding business challenges, IT investment priorities and objectives, as well as budget changes across industries and markets is key for vendors to effectively position and sell their technology. ”

Cem Nurkan
Research Director

IT Enterprise Insights Spotlight Service

*Part of the Enterprise Technology
Service Area Package*

IT spend aligned to digital transformation in 2023



Sample size: 1,690

Question: What proportion of your overall IT spend is aligned to digital transformation programs?

Vertical: All. Country: All. Enterprise size: All.

© Omdia 2023. All rights reserved.

HOW OMDIA HELPS YOU

- Gain a deep understanding of enterprise IT adoption by industry, country, and company size, and then successfully applying this insight on their route to market
- Providing breadth, depth and detail on IT buyer investment priorities
- Insight across industry and technology investment themes provides a complete view on IT priorities

KEY QUESTIONS ADDRESSED

- What are the key business investment priorities for my vertical?
- How should we plan our product evolution?
- What is the most appropriate deployment for our sales force?
- How should we refine our marketing message?
- Does our product strategy match customer demand?
- How should we differentiate our proposition?

NEW ENHANCEMENTS

- Detailed analysis of industrial & manufacturing verticals
- Coverage of GAI (Generative Artificial Intelligence)

OMDIA

IT Enterprise Insights: Our Expert Analysts



Cem Nurkan
Research Director
Enterprise IT



Roy Illsley
Chief Analyst
IT Operations & Ecosystems



Maxine Holt
Senior Research Director
Cybersecurity



Kevin Burden
Director
Primary Research



Hansa Iyengar
Senior Principal Analyst
Enterprise Transformation
Strategy



Terry White
Associate Chief Analyst
Enterprise Technology Strategy

IT Enterprise Insights: Deliverables



SURVEY

- Interviews with 6,500+ senior IT executives
- Coverage of 60+ countries, 15+ industries, 40 lines of business, 8 company size bands



ANALYTIC TOOL

Interactive dashboards providing filtering of each question by region/country, industry/line of business, and company size bands (revenue or employee)



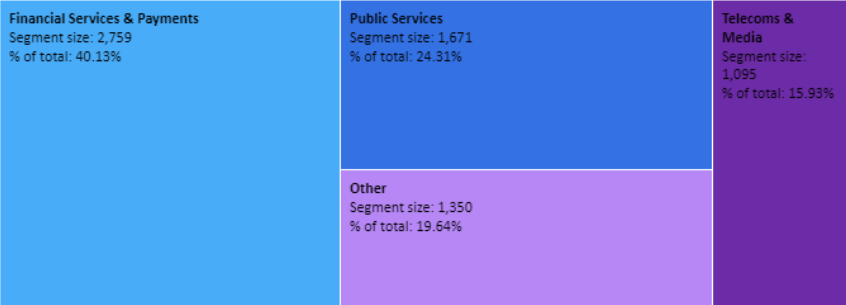
ANALYST ACCESS

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

IT Enterprise Insights: Scope



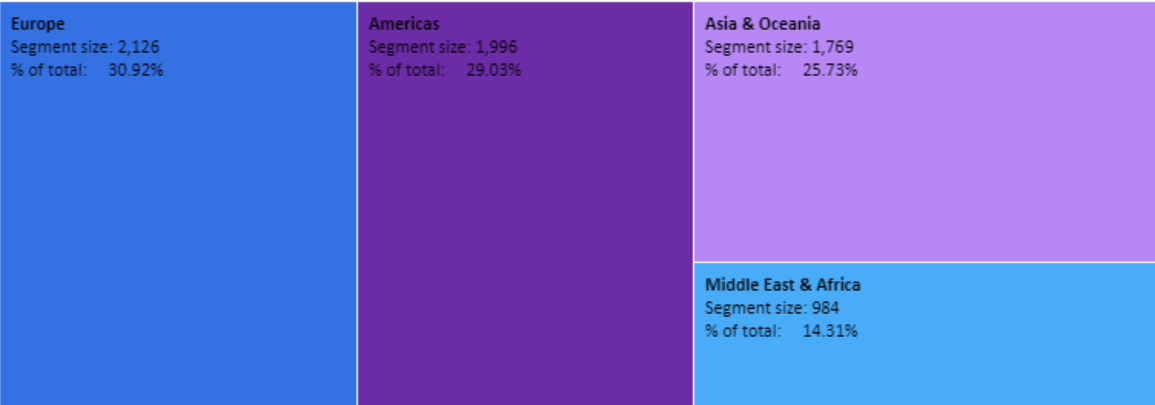
ITEI distribution by industry



Please select the individual group to see a detailed view.

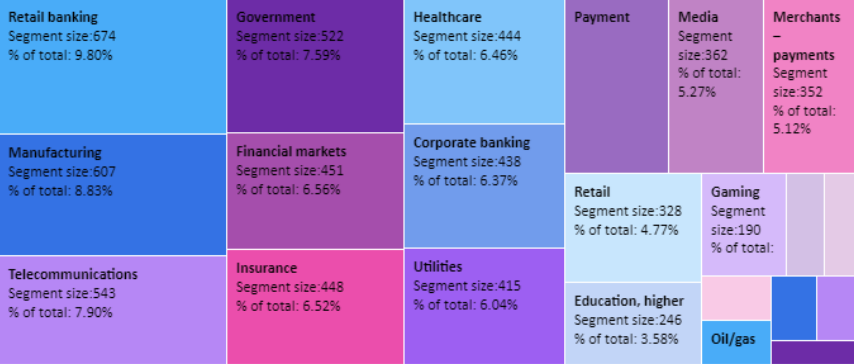


ITEI distribution by region



Please select the individual region to see a detailed country view.

Vertical navigator



IT Enterprise Insights: Coverage

IT Enterprise Insights

Omdia's IT Enterprise Insights program provides access to primary sourced insight into IT investment plans and priorities of over 6,500+ senior IT Executives

DETAILS

- Industry drill-down into sub-verticals
- Country level data for 56 markets
- Segmentation by company-size, using either employee or revenue bands
- Coverage of 80+ technologies
- Industry-specific prioritization and allocation of technology investment

Coverage

- IT budget composition and trends
- Business and technology drivers
- Industry investment priorities
- Industry hot topic drill-downs such as GAI
- Investment approach by technology
- Adoption of artificial intelligence
- SaaS deployment by industry function
- Cloud workload evolution
- Sustainability
- Digital transformation



60 COUNTRIES Americas – Asia Pacific – Europe – Middle East / Africa

21 INDUSTRY VERTICALS Including: Banking – Payments – Healthcare – Education
Government – Telecoms – Media – Retail – Insurance – Utilities

80+ TECHNOLOGIES Including: Data & analytics – Mobility – Security – Cloud – IoT –
Customer engagement – Customer Communication – Ent. apps

8 COMPANY SIZE BANDS From revenues of <\$10 million to >\$20 billion

Related Content: Enterprise Technology Service Area Coverage



Service Area Package: Enterprise Technology

Enterprise IT Strategy
Intelligence Service

Financial Services
Spotlight Service

Global IT Sales Analyzer
Spotlight Service

IT Enterprise Insights
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 leverage the most comprehensive industry dataset available to 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.



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.

Draw on our expertise

- Make the right decisions
- Sanity-check your own findings
- Get the most out of your subscription
- Understand more about our methodologies

Our Ask an Analyst service gives you direct contact via telephone, email or face-to-face session with our expert analyst team:




Shelley Hunter
*Customer Success
Manager*



Kâren Dyer
*Customer Success
Manager*



Get in touch!

 customersuccess@omdia.com

 [@Omdia](https://www.linkedin.com/company/omdia)

 [@OmdiaHQ](https://twitter.com/OmdiaHQ)

 OMDIA

Thank you

Disclaimer

The Omdia research, data and information referenced herein (the “Omdia Materials”) are the copyrighted property of Informa Tech and its subsidiaries or affiliates (together “Informa Tech”) or its third party data providers and represent data, research, opinions, or viewpoints published by Informa Tech, and are not representations of fact.

The Omdia Materials reflect information and opinions from the original publication date and not from the date of this document. The information and opinions expressed in the Omdia Materials are subject to change without notice and Informa Tech does not have any duty or responsibility to update the Omdia Materials or this publication as a result.

Omdia Materials are delivered on an “as-is” and “as-available” basis. No representation or warranty, express or implied, is made as to the fairness, accuracy, completeness, or correctness of the information, opinions, and conclusions contained in Omdia Materials.

To the maximum extent permitted by law, Informa Tech and its affiliates, officers, directors, employees, agents, and third party data providers disclaim any liability (including, without limitation, any liability arising from fault or negligence) as to the accuracy or completeness or use of the Omdia Materials. Informa Tech will not, under any circumstance whatsoever, be liable for any trading, investment, commercial, or other decisions based on or made in reliance of the Omdia Materials.

Get in touch!



customersuccess@omdia.com



@Omdia



@OmdiaHQ