

Enterprise IT Management & Architecture Intelligence Service

Part of the Enterprise Technology Service Area Package

Helping enterprises and their suppliers meet the twin challenges of transitioning both the IT function and the technology environment to an as-a-service model.

“ As pandemic fueled disruption continues to dominate enterprise IT strategy, it is essential that focus remains on the correct priorities for driving growth and competitiveness. ”

Hansa Iyengar
Principal Analyst

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Example of Omdia's Enterprise IT Spend & Staffing Metrics Tool

HOW OMDIA HELPS YOU

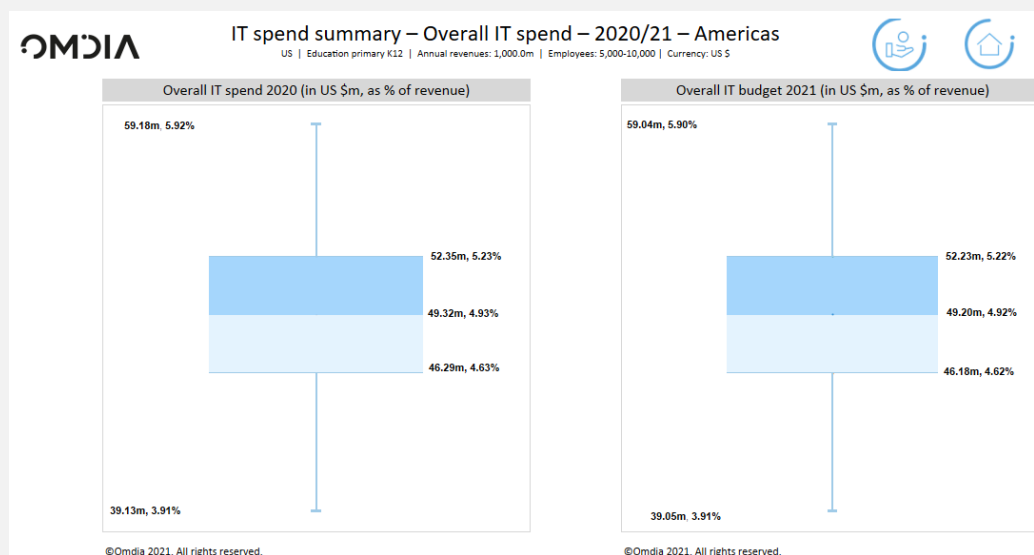
- Understand enterprise priorities for managing the business of IT, from strategic planning and enterprise architecture through to performance benchmarking
- Learn how enterprises are structuring their IT organizations in response to amplifying disruption
- Discover how IT management best practices are being applied to maximize the value of IT-enabled business investments.

KEY QUESTIONS ADDRESSED

- In a world still reeling under the pandemic, where are the key opportunities for technology to assist with recovery and digital acceleration? Are enterprises focusing on the correct priorities as they accelerate digital agendas?
- What are the most effective approaches to managing the business of IT, including the role of architecture, strategic planning, agile project management and platform adoption?

NEW ENHANCEMENTS

- The 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)



Enterprise IT Management & Architecture: Our Expert Analysts



Hansa Iyengar
Principal Analyst



Terry White
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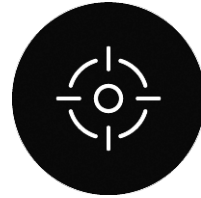


Roy Illsley
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Enterprise IT Management & Architecture: Deliverables



MARKET FORECASTS

—Annual—

Examines and forecasts the market for common IT management software solutions



REPORTS

—Quarterly—

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



ANALYST INSIGHTS

—Ongoing—

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



PRESENTATIONS

—Quarterly—

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



ANALYST ACCESS

—Ongoing—

For prompt responses to urgent and unique questions.

Enterprise IT Management & Architecture: Reports

Insights Reports

Frequency: Quarterly

Investigating cost reduction and revenue generation. IT operating technologies and methods to drive down operational costs. Customer-facing IT to increase revenue opportunities. Agility to speed time-to-market.

Trends Report

Frequency: Quarterly

For IT research services covering advances and new trends in customer engagement.

Omdia Universe / Market Radar

Frequency: Annual

To evaluate vendor technologies supporting enterprise IT management, including enterprise architecture and project portfolio management solutions.

Software Market Forecasts: IT Management

Frequency: Annual

Analyze IT management software market forecasts and growth rates by market size, region, and industry.

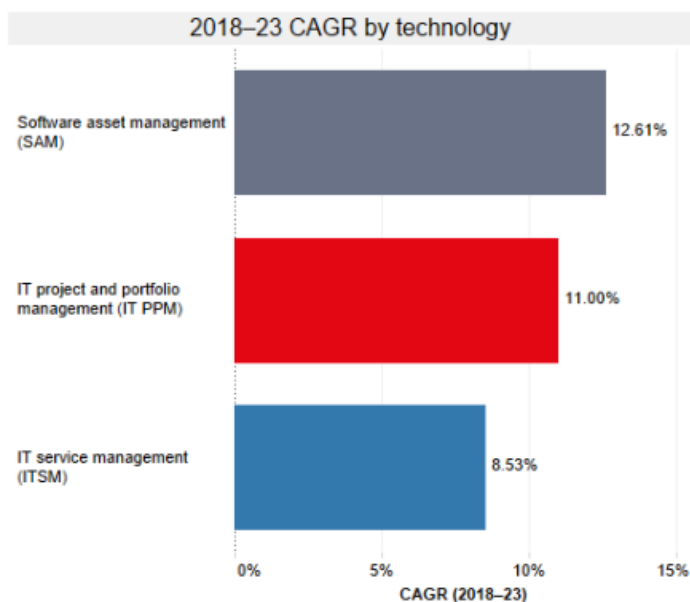
Trends to Watch Reports

Frequency: Annual

Overview of the key trends for the CIO and business technology leaders. Reviews relevant technologies, particularly AI to reduce costs, increase responsiveness, and assist decision making, IoT for sense and respond to operational events, RPA to improve efficiencies, 24/7 operations and reduce costs, and 5G as a 4IR enabling technology.

Enterprise IT Management & Architecture: Market Data

Software Market Forecasts: IT Management



Omdia’s IT management software market forecast model provides spend data and growth rates for three segments:

- IT project and portfolio management (IT PPM)
- IT service management (ITSM)
- Software asset management (SAM)

Spending data and forecasts are also presented by:

Region

- North America
- Europe
- Asia & Oceania
- Latin America and the Caribbean
- Middle East and Africa

Vertical

- Education
- Energy & utilities
- Financial services
- Government
- Healthcare
- Manufacturing
- Professional services
- Retail & wholesale
- Technology, Media & Telecoms
- Travel, Transport & Logistics

Enterprise IT Management & Architecture: 2022 Research Themes

Delivering & managing innovation at speed

- 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 define what innovation means for the business?
 - How does this impact vendor selection and governance?
 - What role does AI play?

Building the foundations for a data-driven business

- The maturity of the enterprises' ability to manage and monetize data determines how 'digital' it is.
 - How can an enterprise build a strong data foundation?
 - Where are the opportunities to create short-term business value from data? How to balance the need for maintaining privacy?
 - How can enterprises become a more data-driven business?

Managing security & risk in the post-pandemic workplace

- The challenges of managing a workplace that will be dramatically different from what it was just 18 months ago is top-of-mind for business leaders.
 - How should enterprises build a secure foundation for a hybrid workforce?
 - What should enterprises do to prevent malicious agents from exploiting insecure access points?
 - How can automation help?

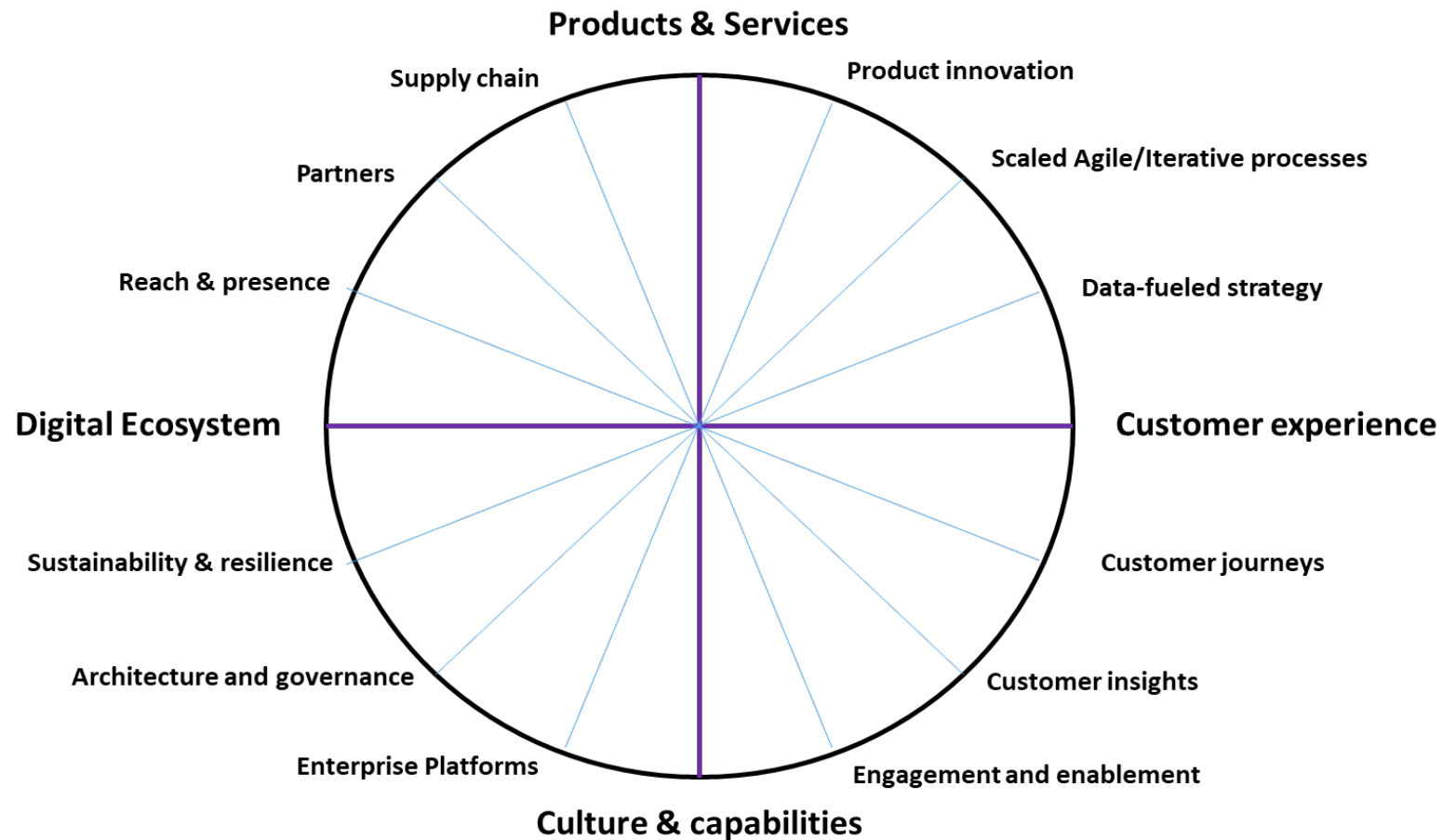
Modernization and the rise of the digital platform

- Enterprise platforms 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.

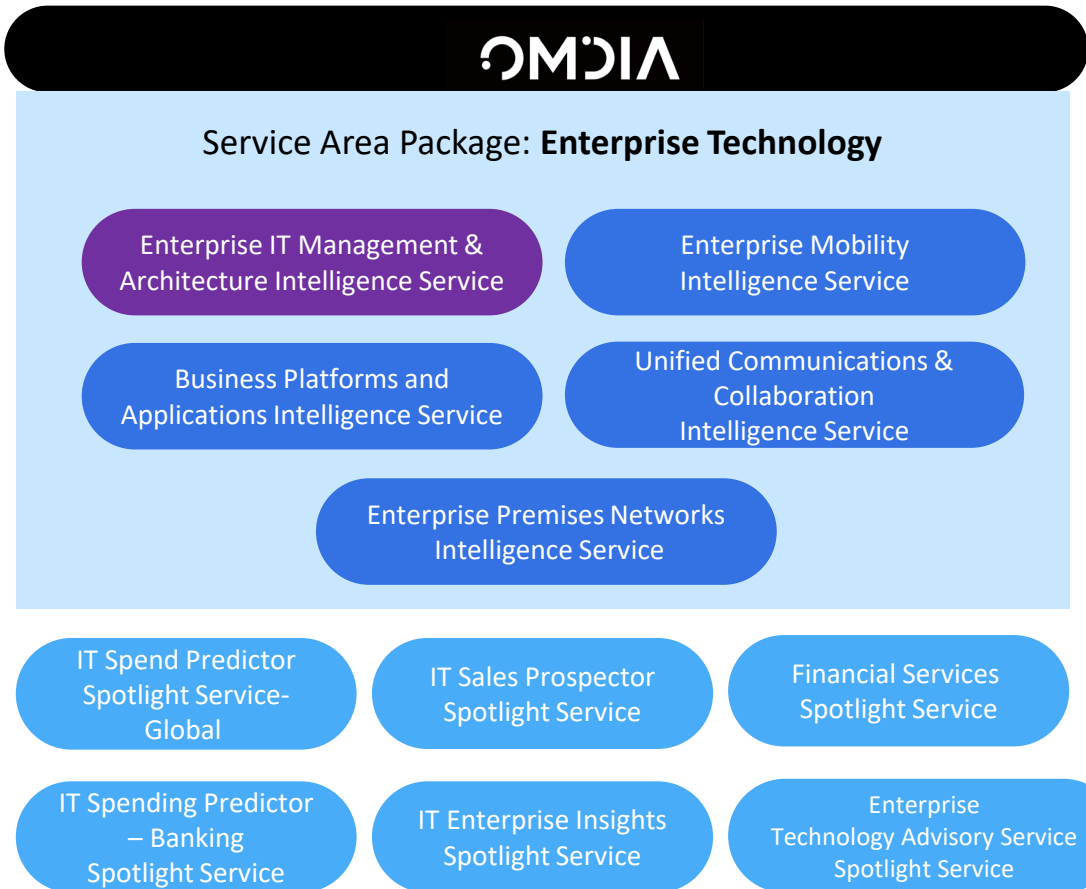
Embedding ESG

- The pandemic exposed the vulnerabilities of existing supply chains; concerns about the environmental and social impact have gained momentum.
 - How can enterprises eliminate supply chain fragility? Can automation/AI help?
 - What can enterprises do to build-in sustainability practices and use them for differentiation?

Enterprise IT Management & Architecture: Omdia Digital Transformation and Innovation Compass: A Strategic Growth Tool



Related Content: Enterprise Technology Service Area Coverage



About Omdia's Enterprise Technology Research

World-class coverage of enterprise IT strategy, platform evolution, and IT management across the technology value chain.

Omdia helps enterprises and its technology suppliers understand the sector's IT investment strategy and priorities, assessing how institutions are using technology to address business objectives.

Omdia's expert team of analysts provides strategic advice based on a robust foundation of market data to help enterprises and enterprise vendors transform how they build and sell solutions to the enterprise market.

Supporting datasets include deal activity levels, primary perspectives on short-term investment priorities, institutions-specific breakdown of technology spending, and market forecasts of future spending trends by software market.

Spotlight services offered alongside the Enterprise Technology Service Area include deep analysis into specific verticals & applications, with particular focus given to the financial services technology industry covering the banking, payments and insurance sectors. Also available as Spotlight Services are Omdia's robust data tools that provide insight into enterprise IT spending, contract procurement and decision making.

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:



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ABOUT OMDIA

Omdia is a global technology research powerhouse, established following the merger of the research division of Informa Tech (Ovum, Heavy Reading, and Tractica) and the acquired Omdia technology research portfolio*. We combine the expertise of more than 400 analysts across the entire technology spectrum, covering 150 markets. We publish over 3,000 research reports annually, reaching more than 14,000 subscribers, and cover thousands of technology, media, and telecommunications companies.

Our exhaustive intelligence and deep technology expertise enable us to uncover actionable insights that help our customers connect the dots in today's constantly evolving technology environment and empower them to improve their businesses—today and tomorrow.

* The majority of Omdia technology research products and solutions were acquired by Informa in August 2019 and are now part of Omdia.