

Digital Enterprise Services Intelligence Service

Part of the Service Provider Enterprise & Wholesale Service Area Package

Analysis and data exploring next generation enterprise services such as cloud computing, mobility and the digitization of business processes in the large enterprise (LE) and MNC segment, with coverage that includes the changing nature of contractual relationships, and the strategies for developing and supporting new LE/MNC services.

“Enterprise digital transformation increasingly relies on new platforms, is built on a foundation of application modernization and driven by decisions fueled by data-led insights. However, it will be the companies that successfully embed cultural nuances into the transformation agendas that will thrive.”

Adrian Ho
Practice Leader

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HOW OMDIA HELPS YOU

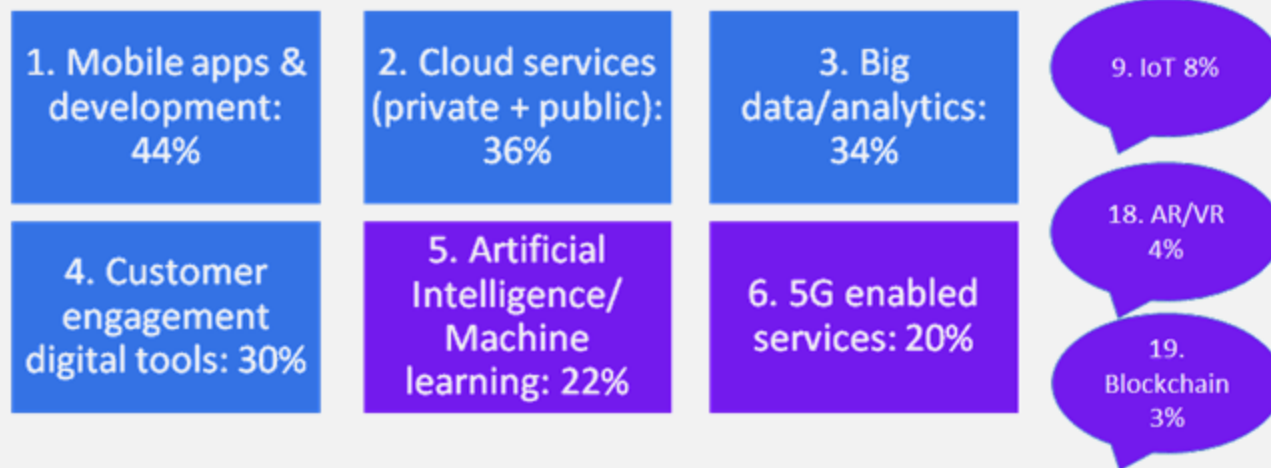
- Compare opportunities and establish the best areas to place investments and resources.
- Understand the global aspirations and digital ambitions of the CxO community
- Analyze contract trends to gain insight into how contracts are evolving
- Understand who the leaders are in various segments and how to compete better

KEY QUESTIONS ADDRESSED

- What is the size and what are the growth opportunities for professional services and outsourcing markets, and how are these markets evolving?
- What professional services opportunities do emerging technologies bring to the ICT ecosystem?
- What will be enterprises' demands and expectations from external partners as their digital projects accelerate?
- How will vendors and IT service providers change their business models to adapt to changing technology demands?
- From flexibility and ROI, to levels of support and risk reward outcomes, how will enterprise IT buying patterns change?

Top technologies in demand 2020-2021 in Europe

Q. Based on your current business challenges, priorities and digital ambitions, which of the following technologies will your organization be significantly increasing spending on to achieve overall ICT/corporate goals?



Digital Enterprise Services: Our Expert Analysts



Adrian Ho
Practice Leader
Digital Enterprise Services

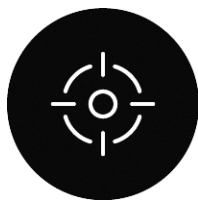


David Molony
Principal Analyst
Digital Enterprise Services



Hansa Iyengar
Principal Analyst
Digital Enterprise Services

Digital Enterprise Services: Deliverables



MARKET DATA

—Quarterly—

Market sizing and five-year forecasts across global enterprise services and fixed broadband



ICT CONTRACTS

—Quarterly—

Quarterly analysis of ICT contract trends and annual round ups of emerging enterprise services deals



REPORTS

—Ongoing—

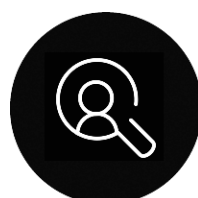
Reports providing insight on emerging technologies and business models from top providers and new entrants



SURVEY REPORTS

—Annual—

Focusing on enterprise adoption of emerging technologies globally and the impact of COVID-19



ANALYST INSIGHTS

—Ongoing—

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



ANALYST ACCESS

—Ongoing—

Prompt responses to urgent and unique questions.

Digital Enterprise Services: Market Data

Global Enterprise Service Total Addressable Market Five Year Forecast and Market Sizing

DETAILS

Frequency: Updated quarterly

Measures

- Service revenues

Countries: Global

COVERAGE

- Application services (total and 12 sub categories)
- BPO (total and 4 sub categories)
- Cloud (total and 16 sub categories)
- Infrastructure services (total and 8 sub categories)
- Network (total and 10 sub categories)
- Security services (total and 10 sub categories)
- Workspace and collaboration services (total and 12 sub categories)

Digital Enterprise Services: Reports

Digital Framework Series

Series of competitive benchmarking exercises focusing on IT system integrators

Publication: Q3 2020

- Framework evaluation – SAP
- Framework evaluation - Oracle

Trends to Watch Reports

Analysis of the latest market developments and predicted trends, with an assessment of their implications

Publication : Q4 2020

Our Trends to Watch reports provide an annual assessment of the major trends predicted to shape key markets in the following year, with recommendations.

- Emerging Services – North America
- Application Service - Global

ICT Contracts Reports

Analysis of the IT services contracts tracked by Omdia's IT Services Contracts Spotlight Service

Publication : Q4 2020

In addition to our quarterly analysis of contracts trends we will publish two round ups focusing on contract trends associated with emerging technologies and cloud.

Cloud Services Competitive Analysis

Two reports addressing the competitive environment for cloud services

Publication : Q4 2020

- Competitive landscape assessment – Cloud Services
- Orange Business Services – Cloud Profile

Digital Enterprise Services: Surveys

Emerging Enterprise Services Spotlight

Series of end-user surveys on emerging technology and the impact on services and enterprises

Publication: 3 surveys Q3/Q4

This report series provides analysis on the results of our emerging technology surveys, focusing on the opportunities for professional services from emerging technologies, which will include edge services, blockchain, 5G-enabled services, and more

Other Survey Reports

Publication: Q3/Q4

- *Covid-19 ICT Spending Survey*
- *Security – South Africa*

Related Research: Service Provider Enterprise & Wholesale Service Area Coverage



Service Area Package: **Service Provider Enterprise & Wholesale**

Digital Enterprise Services
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SOHO & SME Services
Intelligence Service

Enterprise Premises Networks
Intelligence Service

Network Transformation Services
Intelligence Service

Private Networks
Intelligence Service

Unified Comms. and Collaboration
Intelligence Service

Wholesale Telecoms
Intelligence Service

Enterprise Mobility
Intelligence Service

Service Provider Enterprise & Wholesale Viewpoint Service

IT Services Contracts
Spotlight Service

Enterprise Services TAM
Spotlight Service

About Omdia's Service Provider Enterprise and Wholesale Research

Omdia helps service providers establish a coherent strategy while building, running, and scaling a profitable B2B business. As more businesses choose to run more ICT as managed or cloud-based services, so service providers find themselves competing against and partnering with, an ever more complex ecosystem of vendors and platform providers.

Omdia's expert team of analysts provides strategic advice based on a robust foundation of market data to help service providers transform how they build, sell, monetize and support new services, from network to cloud, to the digital workplace.

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:



Tom Coate
Customer Success
Manager



Kâren Dyer
Customer Success
Manager



CONNECT WITH US

 @OmdiaHQ | [ondia.com](https://www.ondia.com)

Customer Success

E: customersuccess@ondia.com

SALES

US: +1 (212) 652 5335

APAC: +61 (0)396 016 700

EMEA: +44 (0)7771 980 316

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.