

# Digital Enterprise Services Intelligence Service

Part of the Service Provider Enterprise & Wholesale Service Area

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.

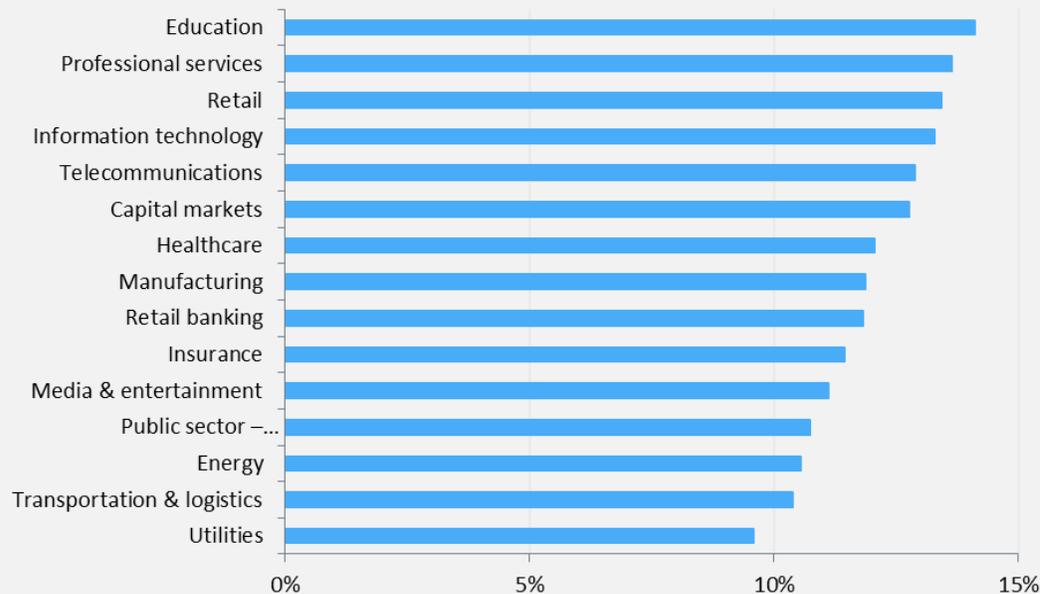
“ 5G enterprise services and Edge deployments will go more mainstream from 2022 onwards, expanding beyond initial industrial use cases to a wider range of scenarios/verticals including, retail, finance, government.

Adrian Ho  
Practice Leader

# Digital Enterprise Services Intelligence Service

Service Provider Enterprise & Wholesale Research Service

Global enterprise services spending by vertical, CAGR 2021–26



## 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 technologies such as cloud, 5G and edge 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?

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# Our Expert Analysts



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# Service Deliverables



## MARKET DATA

—Annual—

Market sizing and five-year forecasts across global enterprise services; Global Edge IT services



## ICT CONTRACTS

—Quarterly—

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



## REPORTS

—Ongoing—

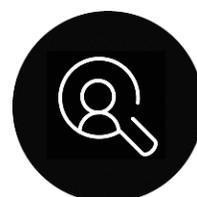
Reports providing insight on key enterprise services and business models from top providers and new entrants



## SURVEY REPORTS

—Annual—

Focusing on enterprise adoption of cloud, security and emerging services globally. With annual CxO digital intentions and priorities



## COMPETITIVE PROFILING

—Ongoing—

Analyst commentary on leading service providers across major enterprise services and their global strategies.



## ANALYST ACCESS

—Ongoing—

Prompt responses to urgent and unique questions.

# Market Data

## Global Enterprise Services Forecast

### DETAILS

**Frequency:** Annual

**Measures**

- Service revenues

**Geographic coverage:** Global

## Five Year Forecast and Market Sizing

### 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)
- Emerging enterprise services

# Market Data

## Global Edge IT Services Forecast

### DETAILS

**Frequency:** Annual

**Measures**

- Service revenues

**Geographic coverage:** Global, 20 countries & rest of regions

## Five Year Forecast and Market Sizing

### COVERAGE

- Edge Consulting
- Edge Integration
- Edge Managed Services
- Edge Storage/Compute
- Edge Security
- Edge Network

# Forecast and survey reports

## Global Enterprise IT Services TAM Report 2022

This report discusses the latest global enterprise services forecast, including economic assumptions, vertical/regional differences, and emerging technology trends affecting network, cloud, infrastructure, security, AI, and blockchain services.

## Digital Enterprise Service Forecast: Hybrid-cloud Managed Services - Global 2022-26

This Omdia forecast report explores hybrid cloud managed services from 2022 to 2026, including trends, regional and sector insights, and advice for service providers and CXOs

## Digital Enterprise Services Insights: Global Cloud Service Provider Satisfaction 2022

This report provides the insight from a global primary survey on why organizations buy cloud, who they buy from, and whether they are satisfied with their providers.

## Digital Enterprise Services Insights: Hybrid and Multi-Cloud Services – Global 2022

This report based on an enterprise survey describes the level of hybrid and multi-cloud adoption and opportunities for service providers.

# IT Services Deals Analysis

## Telco Global Services Outlook 2022: Taking 5G to the Edge

The Telco Global Services Outlook is Omdia's annual review of the global enterprise services market.

Each year, Omdia invites major telecom operators with dedicated enterprise services business units to show details of their biggest contract wins. This report sizes the market by significant deals, each worth at least \$1 million in total contract value (TCV), examines the key players and identifies those most seriously engaged in the enterprise market. It also asks which services are most in-demand and which service providers deliver them

## IT Services Contracts Leadership Board / Deal Watch

**IT Services Contracts Leadership Board** quarterly reports provide an overview of recent, publicly disclosed IT services contracts in outsourcing, cloud, networking, and consulting.

Regular **Deal Watch** commentary highlights some of the major themes revealed by Omdia's IT Services Contracts Spotlight Service which tracks all publicly announced IT services contracts globally with a value of more than \$1m. The database has an archive of more than 38,000 contracts.

# Service provider reports

## Telco Edge Services Strategy Assessments

This report series provides a competitive analysis of the enterprise edge services offering of major telcos.

Each report focus on major enterprise telco and assesses their edge services portfolio, go-to-market strategy, and provides ratings relative to the average among their peers. Telcos included in the report series are Orange, AT&T, Verizon and BT

## Telco Cloud Services Assessments

This report series provides an assessment of the cloud services portfolio of major telcos.

This series assesses the global capabilities related to cloud services of major telcos, such as Vodafone, with recommendations for service providers and enterprises. Enterprise cloud services assessments use qualitative ratings based on Omdia’s understanding of the subject company’s service capabilities, influence, and effectiveness relative to an industry average among leading peers.

## Omdia Universe: Global IT Security Services – 2022

The report helps security practitioners gain a better understanding of the current competitive landscape and inform their procurement decisions.

An independent, comprehensive end to end assessment of world-leading global IT security service providers across service capability and customer experience. Omdia’s Universe report help you identify which vendors are leaders, challengers or prospects by assessing solution capabilities, user experience, and market presence.



# Market trends and thematic reports

## Trends to Watch reports – enterprise services

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

Our annual Trends to Watch report provides an annual assessment of the major trends predicted to shape the global enterprise services market in the following year with recommendations for service providers.

## Thematic reports

Further analysis and survey reports will be published on major enterprise services themes, with a particular focus on the impact of emerging technologies on the global market.

## Recently published research

### Market data and analysis

Market Landscape: Systems Integrator Enterprise IT Services at the Edge – 2022  
 Global TAM Forecast – 2021  
 Cybersecurity TAM – Forecast Update – 2021  
 Global Enterprise Services TAM report – 2021  
 North America TAM Report – 2021  
 Cloud Services Market Forecast and Trends report: Global – 2021  
 Cybersecurity Services Market Forecast and Trends report: Global – 2021

### Trends to watch

2022 Trends to Watch: 5G, Internet of Things & Edge Services

### Survey reports

Australian CXO Pulse Survey – 2021  
 Global CxO Tech Agenda – 2021  
 APAC AI Services Survey – 2021

### IT Services Contracts analysis

Cloud IT Services Contracts Analysis: Global – 2021  
 Cybersecurity IT Services Contracts Analysis: Global – 2021

# Related Research: Service Provider Enterprise & Wholesale Service Area Coverage



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

Digital Enterprise Services  
Intelligence Service

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

## 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



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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.