



# European Services Overview

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The IT services and business services industries are transforming rapidly as end users shift their demand to reflect new challenges, and as suppliers transform their business models to gain competitive advantage. IDC's European Services Overview service tracks new developments in the demand-side and supply-side services landscape and provides a qualitative and quantitative view of the whole Western European services landscape.

## Markets and Subjects Analyzed

- Project-oriented services: IT consulting, business consulting, systems integration, custom application development, network consulting and integration services
- Outsourcing: IS (datacenter) outsourcing, application management, network and desktop outsourcing, hosted application management, hosting infrastructure services, and key horizontal BPO
- Training and support: hardware deploy and support, software deploy and support, and IT education and training
- Western European countries: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the U.K.
- Current and future trends shaping services demand in Europe
- Competitive landscape of the European services market
- Industry demand drivers — both upwards and downwards
- End-user perceptions of services vendors
- Market sizing and growth rate changes in services markets

## Core Research

- Western European Services Market Forecasts, 2013–2017 (updated quarterly, with pivot tables)
- Services Vendor Selection and Customer Satisfaction in 2013
- Spending Priorities of European Organizations in 2013
- Top 20 West European Services Vendors' Revenues and Market Shares, 2012
- Top 10 West European IT Services Vendors: Competitive Analysis
- Ad-hoc IDC Links and Flashes covering major events and trends

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [European Services Overview](#).

## Key Questions Answered

1. What is the demand for IT services and business services in Western Europe, and how will it grow over the next five years?
2. What are the most important demand-side and supply-side trends and drivers in European services? How and why are they changing?
3. How did the leading services companies perform in 2012?
4. Which European services vendors currently have competitive advantage, and why? What drives competitive advantage?
5. How do trends such as cloud, mobility, social business, Big Data etc reshape end-user demand - and how will they change the competitive landscape?
6. What do European end users look for when buying services, and how satisfied are they with their suppliers?

## Services Market and Competitive Positioning



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## Competitive Analysis

This service reviews strategies, market positioning, and future direction of several providers in the West European services marketplace, including, but not limited to:

Accenture, Atos, BearingPoint, BT, Capgemini, Capita, CGI (Logica), Cognizant, CSC, Dell, Deloitte, Ernst & Young, EVRY, Fujitsu, HCL, HP, IBM, KPMG, KPN, Indra, Infosys, Logica,

Oracle, Ordina, SAP, PwC, Sopra, Steria, Tata Consultancy Services, Tech Mahindra, Tieto, T-Systems, Unisys, Wipro, Xchanging and Xerox.

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- Thought Leadership



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## Unparalleled Coverage of End-User Requirements Across Vertical Industries

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