

# Peru Services: Compete

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Peru Services: Compete* is a series of interactive advisory sessions guided by the local market experts, based on all existing standard research related to the Peruvian IT services market and, through previous feedback sessions, customized to the customer's needs. It provides an integrated view of this market, sharing all the knowledge that the local analyst gathers from constant meetings with services vendors, as well as from a variety of demand-side IDC studies, designed to collect CIO priorities and spending intentions.

## Markets and Subjects Analyzed

- Strategic marketing planning process: Monitors market trends and results of marketing initiatives and provides a forward-looking analysis of trends and opportunities
- Customized content through interactive themes

## Core Research

- IT Services Market

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: [Peru Services: Compete](#).

## Key Questions Answered

Basic content includes direction and recommendations on:

1. Macro environment
2. Opportunity
3. Competition
4. Product/services
5. Distribution channels
6. Buyer needs

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the IT services market, including: Accenture, Canvia, Everis, Hewlett Packard Enterprise, IBM, and Indra