

Nordic Services Market

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Nordic Services Market* research analyzes the digital services industry and how companies purchase and use IT-services and services related to digital transformation in Denmark, Finland, Norway and Sweden. It includes competitive analysis and market forecasts and quantifies the impact of changing digital strategies. Furthermore, it presents timely comments and analysis of relevant events in the market, such as mergers, vendor strategy shifts, and major contracts signed.

Markets and Subjects Analyzed

- Services markets in Denmark, Finland, Norway and Sweden by foundation market: project services, outsourcing services, customer support services
- Current and future trends shaping services demands in the Denmark, Finland, Norway and Sweden.
- Sourcing and vendor management strategies
- Price development in consulting prices
- Business services and business process outsourcing
- Vertical market adoption of services
- End-user buying behavior and vendor selection criteria
- Analysis of deals won and upcoming renewals
- Impact of Digital Transformation development on existing markets and vendor strategies

Core Research

- MAP Deck: Nordic Services Market
- IT services market analysis and forecasts
- Competitive analysis and vendor shares
- IT services market by vertical market
- IT services buyer pulse; deal tables
- End-user priorities and preferences (survey based)

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: [Nordic Services Market](#).

Key Questions Answered

1. What is the market size of the Nordic services markets (Denmark, Finland, Norway and Sweden) for project services, outsourcing services, customer support services?
2. How will the market evolve over the coming five years?
3. How can services and vendors be managed, and more value created in the process?
4. What is the uptake by vertical industry?
5. How can you get out more value from sourcing and vendor management?
6. How does the SMB market differ from the rest of the market regarding IT services adoption?
7. What are end users' most important buying criteria?
8. Which deals are up for renewal?
9. Who is winning in the market and why?
10. How are offshore and nearshore offerings changing?
11. What cloud offerings are successful in the Nordics?
12. How will the competitive landscape in digital services change in the coming five years?

Companies Analyzed

IDC's *Nordic Services Market* research reviews the strategies, market positioning, and future direction of local, regional and global providers of digital services in Denmark, Finland, Norway and Sweden, including:

Accenture, Advania, Atea, Atos, Bouvet, CGI, Deloitte, Digia, Evry, eWork, Fujitsu, HCL, IBM, Infor, Itadel, KMD, Netcompany, NNIT, Telecomputing, Tieto