

# Digital Transformation: The Professional Services Opportunity

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Digital Transformation: The Professional Services Opportunity* provides IT buyers and IT vendors with analysis on digital transformation initiatives. Coverage includes the implementation of cloud services and the intersection of cloud with business analytics, enterprise mobility, and enterprise social technology, informed by an organization's overall digital strategy. The people and business process changes required to enable digital transformation are also covered. Professional services opportunities related to IDC's new digital transformation framework, The Future Enterprise 1.0, are also explored, including the analysis of industrial organizations (i.e., nontraditional IT vendors) that compete to provide related IT professional services.

## Markets and Subjects Analyzed

- Professional service offerings for business and IT cloud services, business analytics, enterprise mobility, and social technologies
- Emerging professional services opportunities related to IDC's new digital transformation framework, The Future Enterprise 1.0
- Competitive profiles of service firms offering digital transformation professional services
- Case studies of major digital transformation services initiatives to examine ROI and organizational, cultural, and people challenges
- End-user surveys describing adoption trends, spending intentions, and market drivers and inhibitors related to implementing any combination of cloud with business analytics, enterprise mobility, and enterprise social technology

## Core Research

- Worldwide and U.S. Digital Transformation Professional Services Forecast and Analysis
- Worldwide Cloud Professional Services Vendor Competitive Analysis
- Adoption Patterns for Digital Transformation Professional Services and Spending Intentions for Consulting and Professional Services
- Case Studies and Vendor Profiles of Digital Transformation Implementation Initiatives

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: [Digital Transformation: The Professional Services Opportunity](#).

## Key Questions Answered

1. What are the emerging market trends with respect to professional service offerings for digital transformation?
2. What strategies are service firms adopting, and how are they adjusting their capabilities to respond to new market needs?
3. Which service firms can best leverage the increasing market demand for digital transformation services?
4. How do organizations drive digital transformation using cloud with business analytics, enterprise mobility, and enterprise social technology?
5. How can organizations evaluate which professional services providers to consider when implementing digital transformation?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of several providers in the professional services market, including:

Accenture, Amazon Web Services, AT&T, Atos, Avanade, Bain, BCG, BearingPoint, BT, CA Technologies, Capgemini, CenturyLink, CGI Group, Cisco, Citrix, Cognizant, Dell, Deloitte, Dimension Data (NTT), DXC, Ericsson, EY, Fujitsu, GE, Google, HCL, Hitachi Consulting, Honeywell, HPE Pointnext, Huawei, IBM Global Services, Indra, Infosys, Intel, Juniper Networks, KPMG, KPN, LG CNS, McKinsey, Microsoft, MomentumSI, NEC, NTT DATA, Oracle Consulting, PwC, Red Hat, salesforce.com, Samsung SDS, SAP Digital Business Services, Symantec, Tata Consultancy Services, Tech Mahindra, Telefonica, T-Systems, Unisys, Verizon, VMware, Vodafone, Wipro, and Workday.