Digital Business: The Professional Services Opportunity
AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC’s Digital Business: The Professional Services Opportunity provides IT buyers and IT vendors with analysis on digital business transformation and operating as a digital business. Coverage includes digital transformation involving enterprisewide change that requires innovation in organizational (i.e., people) or business model/process changes, or both. Coverage also includes initiatives that help clients operate as a digital business, including digital processes, digital products and services, and digital experiences. Emerging professional services opportunities are also explored as well as professional service opportunities such as digital innovation, decarbonization, and quantum computing. This service also analyzes industrial organizations (i.e., nontraditional IT vendors) that compete to provide related IT professional services or co-develop and co-sell new digital solutions with traditional professional service providers.

Markets and Subjects Analyzed
- Professional service offerings for business and IT cloud services, digital transformation, digital business processes, digitally enabled products, digital services, and digital experience design
- Emerging professional services opportunities
- 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 digital business transformation

Core Research
- Worldwide and U.S. Digital Transformation Professional Services Forecast and Analysis
- Worldwide Cloud Professional Services Vendor Competitive Analysis
- Purchase and Adoption Patterns for Digital Transformation Professional Services as well as Future Spending Intentions
- Case Studies and Vendor Profiles of Digital Transformation Implementation Initiatives

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?
5. How can organizations evaluate which professional services providers to consider when implementing digital transformation?

Companies Analyzed