

Canadian Digital Business: The Professional Services Opportunity

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Canadian Digital Business: The Professional Services Opportunity* research examines established, new, and emerging business and delivery models and how they are changing the dynamics of the application and professional services market. The service evaluates the competitive landscape for companies competing in, partnering in, or entering the market. It also assesses the marketing and sales strategies, partnering approaches, and delivery strategies of leading and emerging players in this market.

Markets and Subjects Analyzed

- Systems integration
- Custom application development
- IT Consulting
- Application testing services
- Digital services and solutions
- Segmentation of products, services, vertical markets, and partnering/alliance strategies for each service segment
- Impact of new technologies and deployment strategies as accelerators or inhibitors to the application services market
- Competitive analysis of the Canadian application services market
- Addressable services markets for key software applications and available services markets for solutions services

Core Research

- Canadian Professional Services Forecast
- Digital Business Services
- Canadian Digital Transformation Services Competitive Analysis
- Perceptions and Views of Digital Transformation from Canadian End-User Businesses

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

Key Questions Answered

1. What are the expected opportunities for digital services and solutions (systems integration, custom application development, IT and network consulting) over the next five years?
2. How can services providers improve their competitive position?
3. How large is the service opportunity, and how is it changing?
4. What forces are changing the way applications are deployed, and how will these forces affect vendors and customers?
5. How are innovation and transformation initiatives changing end-user investment and spending patterns?

Companies Analyzed

IDC's *Canadian Digital Business: The Professional Services Opportunity* research examines how providers are positioning themselves to compete in the systems integration, custom application development, IT consulting, network consulting & integration, and business services markets. This service reviews the strategies, market positioning, and future direction of several providers in these key markets, including:

Accenture, Atos, Bell Canada, Capgemini, CGI, Cognizant, Deloitte, DXC Technology, EY, Fujitsu Consulting, HCL Technologies, Hewlett Packard Enterprise, IBM, Infosys, KPMG, Kyndryl, L&T Infotech,

Microsoft, NTT DATA, Oracle, PwC, Publicis Sapient, SAP, Tata Consultancy Services, Tech Mahindra, TELUS, and Wipro.