

# Software and Hardware Support and Deployment Services

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Software and Hardware Support and Deployment Services* research assists software and hardware vendors and providers in developing, marketing, and delivering support services. Recurring service revenue, to put it simply, represents some of the most profitable and sought-after dollars for technology providers. By subscribing to this service, clients will gain greater insight into best practices for operational efficiencies, competitive positioning, and strategies for using support services to drive revenue and new technology sales.

## Markets and Subjects Analyzed

- Software and hardware support offerings
- Virtualization support services
- Channel and partnering strategies for support
- Multivendor support services
- Electronic and e-support strategies, including mobility
- Hardware service markets by product category
- Software support services by software segment
- Preventive and proactive maintenance and support
- IoT and the impact to support organizations
- The impact of new technologies like software-defined architectures and cloud on support services requirements
- Competitive profiles of providers' support services offerings
- Vendor strategies for support
- Best practices in the support services market
- Service models for premium and multivendor support
- Trends in consumer support services

## Core Research

- Worldwide Software Support Services Forecast and Analysis
- Worldwide Hardware Support Services Forecast and Analysis
- As-a-Service Offerings
- Consumer Support Analysis
- Edge support
- Impact of Virtualization on Enterprise Support

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: [Software and Hardware Support and Deployment Services](#).

## Key Questions Answered

1. What are the best-in-class elements of support programs?
2. What will be the critical skills, systems and tools, organizational structures, and marketing strategies for delivering superior software and hardware support services?
3. How will new technologies like IoT, AR/VR, analytics cloud, and social business affect the software and hardware support market?
4. How can technology providers use support services as a competitive differentiator?
5. What are the key drivers for improving and maintaining customer satisfaction over time?
6. How will the market for consumer support services evolve?
7. What are the key market opportunities?
8. What do cloud and as-a-service offerings mean for support?

## Companies Analyzed

IDC's *Software and Hardware Support and Deployment Services* research examines how software and hardware support service providers are positioning themselves to compete in the software and hardware support market. This service reviews the services strategies, market positioning, and future direction of major and emerging software and hardware support service providers. Companies covered include:

Accenture, Avaya, CA Technologies, Cisco, Dell, EMC, Fujitsu, Hewlett Packard Enterprise, Hitachi, IBM, McAfee, Microsoft, Nortel, Novell, Oracle, Red Hat, SAP, Sybase, Symantec, Toshiba, Unisys, VMware, and third-party support organizations.