

Latin America Semiannual Services Tracker

The Latin America region continues to offer IT services providers significant opportunities in a market that is expected to continue growing over the next five years. IDC's *Latin America Semiannual Services Tracker*® provides highly segmented information for the most important IT services providers in the region such as IBM, Accenture, Indra, DXC, Hewlett Packard Enterprise, TIVIT, Oracle, Capgemini, SONDA, KIO Networks, and Telefónica, among another 150 companies. Twelve services markets are analyzed, from emerging outsourcing services models, such as IS outsourcing, application management, and hosting infrastructure services, to more traditional project-oriented services engagements, such as IT consulting, custom application development, and systems integration. It also provides complete market size and share, trends, and a five-year forecast across 12 competitive IT services markets, 9 vertical industries, 6 company size segments, and more than 150 vendors spanning 7 countries.

Technology Coverage

This tracker provides total market size and vendor share for the technology areas mentioned later in this section. Measurement for this tracker is in factory revenue.

Core Coverage

- IT services foundation markets: IT consulting, network consulting and integration, hardware deploy and support, software deploy and support, IT education and training, custom application development, systems integration, application management, hosting infrastructure services, IS outsourcing, network and endpoint outsourcing services, and hosted application management
 - Semiannual vendor revenue with and without subcontracting
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Geographic Scope

- Latin America (Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and the rest of Latin America)
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Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
 - Forecast data
 - Net reminder
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include two years of historical data and an additional five years of annual market projections. Forecasts are available at regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- IT consulting
- Network consulting and integration
- Hardware deploy and support
- Software deploy and support
- IT education and training
- Custom application development
- Systems integration
- Application management
- Hosting infrastructure services
- IS outsourcing
- Network and endpoint outsourcing services
- Hosted application management

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

