

# Digital Business: The Professional Services Opportunity

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 services 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 codevelop and co-sell new digital solutions with traditional professional services providers.

## MARKETS AND SUBJECTS ANALYZED

- Professional services 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

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 Business: The Professional Services Opportunity](#).

## KEY QUESTIONS ANSWERED

1. What are the emerging market trends with respect to professional services offerings for digital transformation?
2. What strategies are services firms adopting, and how are they adjusting their capabilities to respond to new market needs?
3. Which services 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

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

Accenture, AWS Professional Services, AT&T, Atos, Avanade, Bain, BCG, BearingPoint, BT, Capgemini, CGI Group, Cisco, Citrix, Cognizant, Dell, Deloitte, Dimension Data (NTT Ltd.), DXC, Ericsson, EPAM, EY, Fujitsu, GE, Genpact, Google Cloud Consulting, HCLTech, Hewlett Packard Enterprise, Hitachi Vantara, Huawei Enterprise, IBM Services, Indra, Infosys, Innova Solutions, Intel, Juniper Networks, KPMG, KPN, Kyndryl, LG CNS, LTI, Lumen (CenturyLink), McKinsey,

Microsoft Consulting Services, NEC, Neoris, NTT DATA, Oracle Consulting, Perficient, PwC, Publicis Sapien, Rackspace, Red Hat, Salesforce.com, Samsung SDS, SAP Services, Slalom, SNP, SoftwareOne, Symantec, Tata Consultancy Services, Tech Mahindra, Telefonica, The North Highland Company, T-Systems, Unisys, Verizon, Virtustream, VMware, Vodafone, Wipro, and Workday.