

Professional Services and Solutions: The Race for Market Leadership 2003 Market Positioning Study

Overview

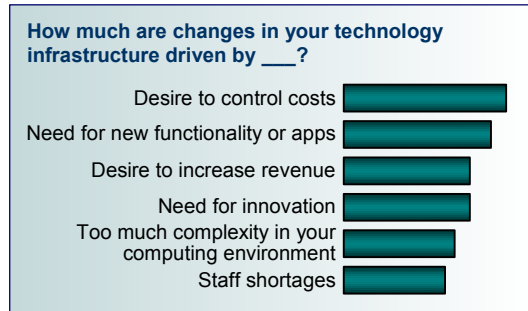
Continuing upheaval in the IT professional services sector has scrambled the competition and created new opportunities and dangers for leading providers. Amid spending constraints and buyer skepticism, marketers from consulting, systems, software, and networking firms are competing as never before for awareness and advantage. In such an environment, gaining a clear view of the competitive landscape and measuring the impact of marketing initiatives are essential for success.

ITSMA's *Professional Services and Solutions: The Race for Market Leadership, 2003 Market Positioning Study* analyzes buyer perceptions of today's top providers of IT professional services and solutions. Based on interviews with 400 decision makers from large enterprises and government agencies, the report provides extensive data and analysis on such critical marketing and sales questions as:

- Which firms do buyers identify as market leaders?
- How much do buyers know about the leading firms?
- What criteria are buyers using to evaluate potential providers of professional services and solutions?
- What are the top concerns and priorities for buyers in different vertical markets?
- How are different firms positioned competitively for specific types of professional services and solutions?

Key findings in the report include:

- Unaided and aided awareness of leading firms
- Firms that buyers are most likely to call for IT professional services and solutions
- Familiarity with the offerings of specific firms
- Favorability toward specific firms
- Competitive market positioning of leading firms
- Ranking of important attributes in the selection of providers of professional services and solutions
- Key sources of information about leading firms
- Advertising recall and effectiveness
- Buyer attitudes toward the appropriate roles of professional services and solutions providers
- Buyer priorities for changes in their technology infrastructure



Report Benefits

The report is designed to help professional services and solutions providers plan marketing initiatives, shape market perceptions, and track the effectiveness of marketing programs on an ongoing basis. Specifically, marketers can use the report data and analysis to:

- **Craft** messaging and sales activities to match market needs and buyer selection criteria
- **Communicate** perceived strengths versus competitors
- **Validate** perceived weaknesses and identify critical areas for marketing investment
- **Track** decision criteria in a changing market
- **Justify** marketing investment to management
- **Gain competitive advantage**

Companies Covered

Companies covered in the report include:

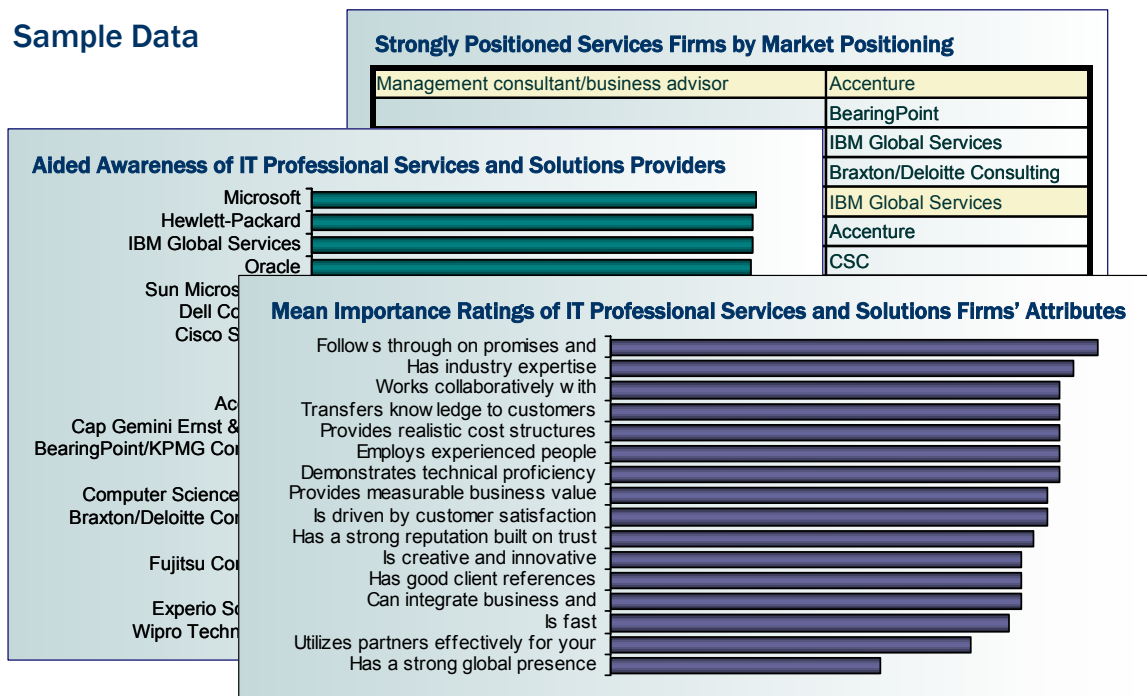
- Accenture
- ACS
- BearingPoint/KPMG Consulting
- Braxton/Deloitte Consulting
- Cap Gemini Ernst & Young
- Cisco Systems
- Computer Sciences Corporation
- Dell Computer
- EDS
- Experio Solutions (now Hitachi Consulting)
- Fujitsu Consulting
- Hewlett-Packard
- Hitachi
- IBM Global Services
- Infosys
- Microsoft
- Oracle
- Sun Microsystems
- Unisys
- Wipro

Study Scope and Methodology

ITSMA interviewed 400 senior-level U.S.-based decision makers between January and March 2003 from companies with annual revenue greater than \$200 million and large government organizations.

| Vertical Market Segments | | Area of responsibility | | Respondent Titles | |
|--------------------------|-----|------------------------|-----|-----------------------------------|-----|
| Financial services | 13% | Business executives | 44% | C-level/president/general manager | 12% |
| Consumer products mfg. | 13% | Network executives | 56% | Vice president | 14% |
| Industrial products mfg. | 13% | | | Director | 74% |
| Communications | 9% | | | | |
| Government/public sector | 8% | | | | |
| Health care delivery | 11% | | | | |
| Transportation | 10% | | | | |
| Energy/utilities | 7% | | | | |
| Retail | 10% | | | | |

Sample Data



Optional Custom Briefing

Complement the report with a specialized phone and Web briefing. ITSMA analysts can provide a one-hour briefing of key findings and recommendations for a modest add-on fee. If your firm is included in the report, the briefing can include special competitive assessments of your firm and other key competitors covered in the study.

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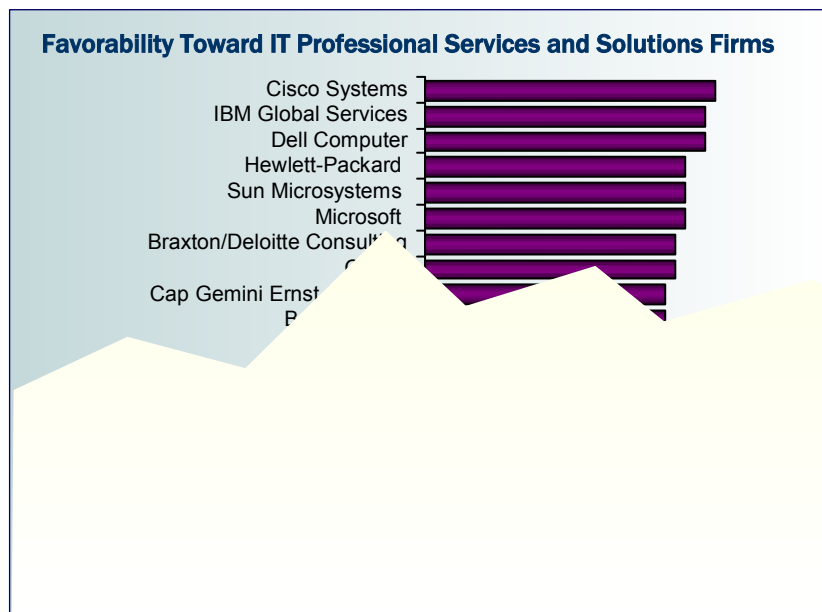
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