



India IT Market Overview 2012-13

AN IDC INDIA REPORT

Background

2012 has been a tough but positive year so far, with the business results of Indian and International firms (barring a few exceptions) defying the naysayers and illuminating, yet again, the potential of the India market. However, the playing field for IT vendors and service providers is witnessing hyper-competition across categories even as the demand landscape is undergoing a transformation.

IDC estimates the Indian IT market to be in the region of \$38b in 2012, with double digit growth forecast for the next 5 years. It is thus a market difficult to ignore for technology companies as well as global and Indian venture capital and private equity funds seeking alpha returns.

IDC's "**India IT Market Overview**" report focuses on offering the readers a holistic understanding of the IT market scenario and the major shifts in dynamics that are expected to redefine the businesses. IDC focuses on the transition taking place and builds upon its matchless body of quantitative research, which in turn is coupled with numerous CIO conversations and consumer surveys to provide the reader with a deep and insightful view of the Indian IT Market.

Structure of the Report

In order to provide a structured understanding of the market, the report is designed to, firstly, analyze and discuss the macroeconomic factors that would directly or indirectly

impact the bottom-line of businesses that compete in the IT industry and offer an overview of the IT adoption conditions in various industry sectors and enterprise segments (and consumers).

This is followed by an overview of the Indian IT industry with focus on the IT spending perspective. Quantitative information and statistical analysis provided in this section will help readers to gain a view of the trends topped with segment-wise details. The next section on emerging technologies and solutions is derived from the opinions of various IDC experts across product segments and verticals and deals with the most business-relevant questions that readers would have on four major areas - Social media, cloud, mobility and big data / analytics.

Subsequently, the report discusses disruptive innovation as a real world phenomenon and substantiates its relevance through various examples. It further provides IDC's perspective on winning strategies. The final section "Essential Guidance" provides logical predictions that IDC believes reflects the future-state of the market.

The report concludes with strategic recommendations on how to position or strategize IT products and services in order to garner the maximum business potential from the relevant market and for various segments.

This report addresses the following key questions which are critical for IT sector investments:

- *What are the macroeconomic and sector policies or trends that are favorable for business?*
- *What is the India IT market size and outlook for the next few years?*
- *What is the nature of demand for IT in various industry sectors and enterprise segments?*

- *Which states and clusters are showing healthy signs of IT adoption and at a faster rate?*
- *What is the effect of consumerization on the industry and what revenue opportunities are created?*
- *What are the emerging technology areas and their current adoption trend?*
- *How can the emerging technologies be leveraged to derive business value?*
- *What is disruptive innovation? What are its challenges, key success factors and best practices?*
- *What are the top IT trends to watch out for, in 2012-13?*
- *What strategies should be employed to tap business opportunities in emerging segments - enterprises as well as consumers?*

Benefits of Investment

1. A Comprehensive 360 degree view of the Indian IT Industry and Market
2. Gain a deep understanding of the fundamental transformation taking place
3. Informed strategy development and decision making leveraging access to IDC's gold-standard quantitative research on India
4. Gain insights into the impact of key emerging trends: Cloud, Social Media, Enterprise Mobility and Big Data / Analytics
5. Channel your investments accurately by gaining an appreciation of the 'emerging markets' within India: geographies, segments and verticals which are exhibiting super-natural growth

Delivery Schedule & Commercials

Estimated Timeline:

Report will be delivered in **10 working days** from the date of release of PO.

Pricing:

This syndicated study report will be charged at **9000 USD + Service Tax** as per GOI regulations.

Payment Terms:

100% advance payment would be required along with the formal purchase order upon confirmation.

Contact Us:

For more information on the report contact us today:

Nitin Kapoor

+91995853377

nkapoor@idc.com