



PMR Industry Report

IT services market in Poland 2018

Market analysis and development forecasts for 2018-2023

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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market

What is the content of the report?

- **Value and growth rate** of the Polish IT services market from 2005 to 2018
- **Development forecasts** for the IT services market during the period from 2017 to 2023
- **Market structure in terms of value (2005-2022) and segment analysis**, including IT maintenance, IT integration, IT implementation, IT consulting, construction of IT infrastructure, IT training and IT outsourcing
- **Leading IT services companies** – a list of the 50 largest companies in Poland in terms of IT services revenue and detailed profiles of the 15 largest providers, including financial results, major events, agreements and portfolio of services.
- **Shares of key players** in the market and its individual segments
- **Trends** shaping the situation in the IT services industry
- List of major contracts and projects implemented by Polish integrators and IT service providers in 2013-H1 2017.
- **Results of two research studies** conducted by PMR among large companies (300 interviews) and SMEs (600 interviews) in the first half of 2017.
 - Penetration of IT services in Polish companies divided into key economy sectors (retail and distribution, industry, FMCG, services, transport and logistics, utilities, finance and insurance)
 - **Own IT infrastructure** vs. willingness to implement IT projects with the use of external suppliers
 - **Models of cooperation with IT vendors (traditional vs. body leasing)**
 - **Plans and budgets.**
- **Results of a recent research study** conducted among managers of over 100 of the largest IT companies in Poland, providing insight into development of the market, IT outsourcing and managed services.

5 Reasons to choose PMR

- 1 More than 15 years of experience of PMR research team analyzing the IT market in Poland and in the CEE region.
- 2 The method of market analysis which takes into account both the supply (supplier) and demand (recipient) side of the industry.
- 3 Periodic PMR survey conducted by PMR among large enterprises (250 and more employees) and SMEs (10-249 employees). Verification of current assumptions, penetration levels and budgets of IT companies in the country.
- 4 Ability to spot changes in trends by comparing this year's study with the versions from the years 2010-2016.
- 5 Prognostic models for the years 2017-2022 taking into account the premises of other segments of Polish IT market, as well as the macroeconomic environment, which allows for creation of a coherent picture of the whole industry.



Who benefits from the PMR report?

- Managers of IT service providers, training, consulting and outsourcing companies (managed services) from the IT sector
- Managers and specialists of marketing, sales, strategy and business development
- Hardware and IT infrastructure manufacturers and distributors looking for partners which can implement solutions for the B2B market
- Data centre operators and cloud computing providers
- Potential investors in the Polish IT services market
- Financial, government and industry organisations promoting the Polish IT sector
- IT sector analysts, researchers and consultants.

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