



PMR Industry Report

7th edition

IT market in Poland 2017

Market analysis and development forecasts for 2017-2022

Publication date: September 2017

Language: Polish, English

Delivery: PDF, PPT, XLS / online access

Contain: Report + Executive Summary + Database of report stats

Price list:

Standard licence: 2200€

Standard Plus licence: 2860€

Corporate licence: 5500€

Executive Summary *

Corporate licence: 500€

Database of report stats *

Corporate licence: 500€

* Can only be purchased together with the Report

Learn more

Request a free sample

Take advantage of the PMR offer

If you are interested in the PMR report or deepening of selected segments or additional expertise on the ICT market, I invite you to contact our consultants.



Paweł Osypka

Head IT and Telecom Expert

Contact PMR and get more info:

+48 12 340 51 30 | moreinfo@pmrcorporate.com

PMR Ltd. Sp. z o.o., ul. Mogilska 65, 31-545 Kraków

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

Executive Summary

- An **executive summary of the report in PowerPoint** format with charts/graphs
- **Ready-to-use presentation material** for company strategy meetings

Database of report stats

- An Excel file containing all the key statistics from the report, **allowing the reader to arrange and manage the data according to their own needs**
- **A useful tool for analysts** – allows for data from the report to be easily merged with internal company data or other external data

What is the content of the report?

- **Value and structure** of the Polish IT sector in the years 2005-2016
- **Development forecasts** for the IT market during the period 2017- 2022 broken down by segment (hardware, software, services), with a detailed analytical commentary and presentation of the current macroeconomic assumptions.
- Structure of IT spending, key trends and orders in specific economic sectors (finance, telecommunications, IT & media, retail, industry, utilities, transport and logistics), types of customers (SMEs, large companies, individual customers, public administration and local government).
- Statistics on **employment and wages** in Poland's IT sector – divided by employment groups, positions and specialisations
- **Leading IT companies** – a list of 250 largest IT providers in Poland in terms of revenue.
- **Results of a recent research study** conducted among managers of over 100 of the largest IT companies in Poland. The opinions relate to the current and future situation in the IT industry in Poland. Especially valuable part of the study contains the personal opinions of IT experts employed in the largest Polish companies, which often go beyond the standard range of questions. The statements made by representatives of the leading IT companies enrich the report with the opinions of practitioners who had many years of experience in the IT industry.

5 Reasons to choose PMR

Do you want to achieve improved results in the IT industry? Keep this report handy when:

- 1 Planning your business **development strategy** for the Polish IT market
- 2 Creating corporate and project-based **budgets**
- 3 Creating a **portfolio of IT products and IT services**
- 4 Establishing a **new business** in the IT industry
- 5 Making **investment decisions** regarding the IT market in Poland.



Who benefits from the PMR report?

The report is designed to assist managers and specialists of the following types of companies in the areas of marketing, sales, strategy and business development:

- IT companies operating in Poland or planning activities in the market
- Companies that sell ready-made software and create custom software solutions
- Providers of IT services, companies that specialise in IT outsourcing, managed services and providers in the field of IT security
- Companies involved in the maintenance and integration of IT systems
- Suppliers and distributors of IT equipment and hardware for all sectors of the Polish economy
- Companies offering IT training solutions
- Potential investors in the Polish IT market
- Associations and industry organisations promoting the Polish IT sector.

THEY TRUSTED US:

