

Australia Services: Compete

Australia is one of the leading adopters of technology and is the most mature economy in Asia/Pacific. Driven by the 3rd Platform investments and rapid advancements in technology, the IT landscape is constantly changing. IDC's *Australia Services: Compete* is designed to help our end-user clients understand these drivers as well as gain an overview of how different service providers are performing by vertical industry, country, and market segment. This product provides a critical benchmark for end users as part of their selection process of service providers to work across the various segments of the services market. It also provides vendors with a solid understanding of their competitive environment and is an essential tool for business planning.

Technology Coverage

This tracker provides total market size and vendor shares for IT services based on IDC's foundation markets. IDC recognizes 14 foundation market segments. Measurement for this tracker is in revenue.

Core coverage:

- Business consulting
- IT consulting
- Systems integration
- Custom application development
- Network consulting and integration
- Application management
- Endpoint management
- Network management
- Hosted application management
- Hosting infrastructure services
- IT outsourcing
- BPO
- Hardware deploy and support
- Software deploy and support
- IT education and training

Optional content add-ons:

- Vendor revenue by vertical industry
- Cloud, mobile, analytics, and security views
- Visualization packages for high-impact presentation
- Country semiannual qualitative reports — containing 28 pages of PowerPoint analysis

Geographic Scope

- One country in Asia/Pacific: Australia
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Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed in the following. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
 - Forecast data
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Australia — Country Report Forecast Coverage

Forecasts for this tracker are updated semiannually and include three years of historical data and an additional five years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Examples of the forecasts included in this tracker are listed in the following.

Core forecast coverage:

- By country and foundation market

Optional forecast add-ons:

- By 3rd Platform view — cloud, mobility, analytics, and security
- By vertical view

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

