



## **New IDC MarketScape Evaluates Digital Business Services Providers in Canada**

**TORONTO, ON., Apr 17, 2019** — International Data Corporation ([IDC](#)) Canada has just published an updated assessment profiling 8 vendors in the Canadian digital transformation services market. The [IDC MarketScape](#) report positioned Accenture, Deloitte, IBM iX, PwC Canada and Publicis Sapient in the "Leaders" segment of the Canadian digital transformation services market, while Capgemini, EY and AppCentrica were positioned in the "Major Players" segment.

"Digital transformation has permeated every corner of business operations, and it has become the defining IT and business services paradigm for the second decade of the 21st century. In the broader context, digital transformation is evolving into business transformation as corporate buyers begin to take a holistic view of their business and search for business outcomes that span the entire organization" said [Jim Westcott](#), Research Manager, Application Solutions at IDC Canada.

Digital transformation has become one of the key competitive battlegrounds for IT and business services firms in Canada, as a result, the market for consulting and implementation services is highly competitive, with large IT/business services firms joined by multinational digital agency and strategy consulting firms and small to medium-sized design and digital technology services firms, boutique firms and niche providers. This research presents IDC's critical success factors for the digital transformation services market, in the short- and long-term, along with an assessment of how vendors measure up to those success factors.

The report, [IDC MarketScape : Canadian Digital Business Services 2019 Vendor Assessment](#) (IDC # CA44501819), represents an assessment of the Canadian digital transformation services market and vendors through the IDC MarketScape model. Vendor calls and standalone digital transformation end user interviews are used to generate this research. This assessment discusses both quantitative and qualitative characteristics that explain a vendor's current and future success in this market. With a focus on the Canadian digital business services market, the evaluation is based on a comprehensive and rigorous framework that assesses vendors relative to the criteria and one another and highlights the factors expected to be the most influential for success in the market in both the short term and the long term.

For more information about this IDC MarketScape, please contact [Jim Westcott](#).

### **About IDC MarketScape**

[IDC MarketScape](#) vendor analysis model is designed to provide an overview of the competitive fitness of IT, telecommunications, or industry-specific suppliers in a given market. The research methodology utilizes a rigorous scoring methodology based on both qualitative and quantitative criteria that results in a single graphical illustration of each vendor's position within a given market. IDC MarketScape provides a clear framework in which the product and service offerings, capabilities and strategies, and current and future market success factors of IT, telecommunications, or industry-specific vendors can be meaningfully compared. The framework also provides technology buyers with a transparent foundation to allow companies to independently compare the strengths and weaknesses of current and prospective vendors.

## **About IDC**

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of International Data Group ([IDG](#)), the world's leading media, data, and marketing services company that activates and engages the most influential technology buyers. To learn more about IDC, please visit [www.idc.com](http://www.idc.com) or follow on Twitter at [@IDC](#) and [LinkedIn](#). To learn more about IDC Canada, please visit [www.idc.com/ca](http://www.idc.com/ca) or follow on Twitter at [@idccanada](#) and [LinkedIn](#).

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