



Japan Technologies and Services Evolution

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Technology evolution helps to shape the new competitive landscape of services market will also changing market dynamics. IDC's Japan Technologies and Services Evolution focuses on the relationship of technology and the services market dynamics through detailed analysis and/or market forecasts of emerging services markets such as offshore resource utilization, SOA, and service business profitability of major players. Each year the program provides a detailed analysis of different market phenomena: this year it sheds light on the intensifying global competition among Japanese service vendors.

Markets and Subjects Analyzed

- Offshore Resource Utilization
- SOA
- Service Business Profitability
- Global Strategy of Japanese Service Vendors

Core Research

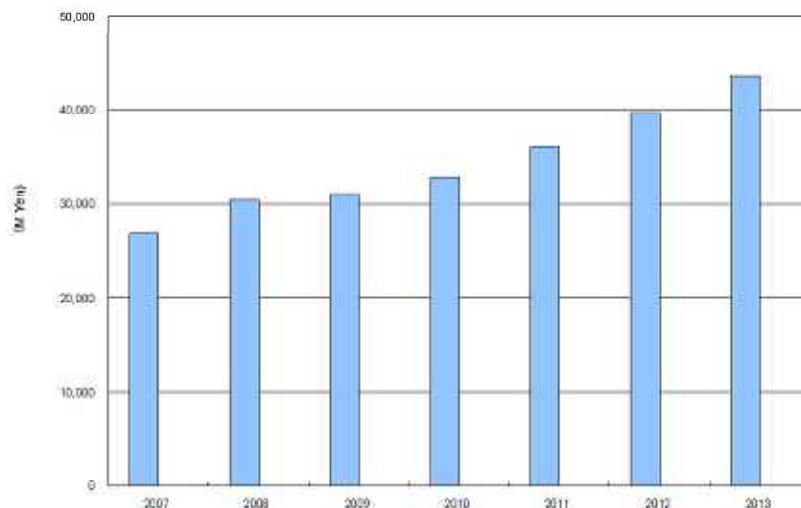
- Japan Offshore Resource Utilization Forecast
- Japan SOA Study: Enterprise-wide Deployment and Beyond
- Business Model Analysis of Vendor Profitability
- Opportunities and Challenges of Japan Vendors in Global Market

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Technologies and Services Evolution](#).

Key Questions Answered

1. What is the future outlook of offshore resource utilization and how does it impact the strategies of vendors?
2. How does the potential demand for SOA shape vendors' business model?
3. How can vendors increase their revenues without sacrificing profitability?
4. How do vendors differentiate in their strategy to penetrate global markets?
5. What is the nature of the Japanese market in terms of service business development and technology adoption?
6. Given the nature of the Japan market, what are the opportunities and challenges faced by major players?

Japan Offshore IT Services 2007-2013



Source: IDC

Competitive Analysis

IDC's *Japan Technologies and Service Evolution* service examines how vendors are positioning themselves to compete in the emerging segments of the Japan services market. This service reviews strategies, market positioning, and future direction of several providers, including:

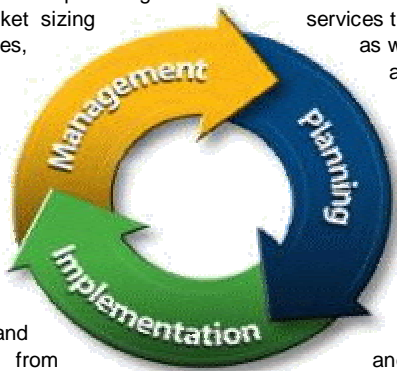
CSK, Itochu Techno-Solutions (CTC), Fujitsu, Hitachi, HP, IBM, IT Holdings, NEC, Nihon Unisys, Nomura Research Institute(NRI), NTT Data, and Toshiba Solutions.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results. Take advantage of these and other related offerings:

Consulting: Target growth opportunities and develop strategies for emerging markets and technologies, market sizing and segmentation, and global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global technology analysts and local market analysts. Tailored offerings, such as business value (ROI) analysis, use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.



Go-to-Market Services: Leverage IDC content and custom services to support your most critical marketing initiatives as well as reach appropriate technology purchasers and influencers. The Go-to-Market Services expertise, flexible business model, and range of offerings provide you with effective marketing solutions ranging from a single call-to-action incentive to a broad global media campaign.

Industry Insights: Develop effective vertical market strategies that create competitive advantage with the research-based advisory and consulting services from Industry Insights. Industry Insights' end-user best practice and benchmarking research helps executives drive technology-enabled business innovation within industries including energy, financial, government, health, manufacturing and retail.

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