

# **ISG Provider Lens™ – Germany 2018**

## **Digital Transformation Services and Solutions**

### A Comparison of Providers

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#### Intelligent Solutions and Smart Advisors Support Future-Oriented Business Models

The digital transformation mega trend, including automation, remains a top priority on corporate agendas. The focus is on enabling businesses to efficiently address individual customer expectations. This requires companies to strive for continuous change – both internally and externally.

The high relevance of the digital transformation is reflected in the market development. Until 2022, ISG expects the German market for digital transformation to achieve compound annual growth rates of nearly 22 percent, amounting to a total of 36 billion Euro, which does not include the market capitalization of new platform/crypto banking/fintech companies, and currently, it is difficult to provide respective estimates. During the next few years, ISG expects an even stronger shift from products and solutions towards services.

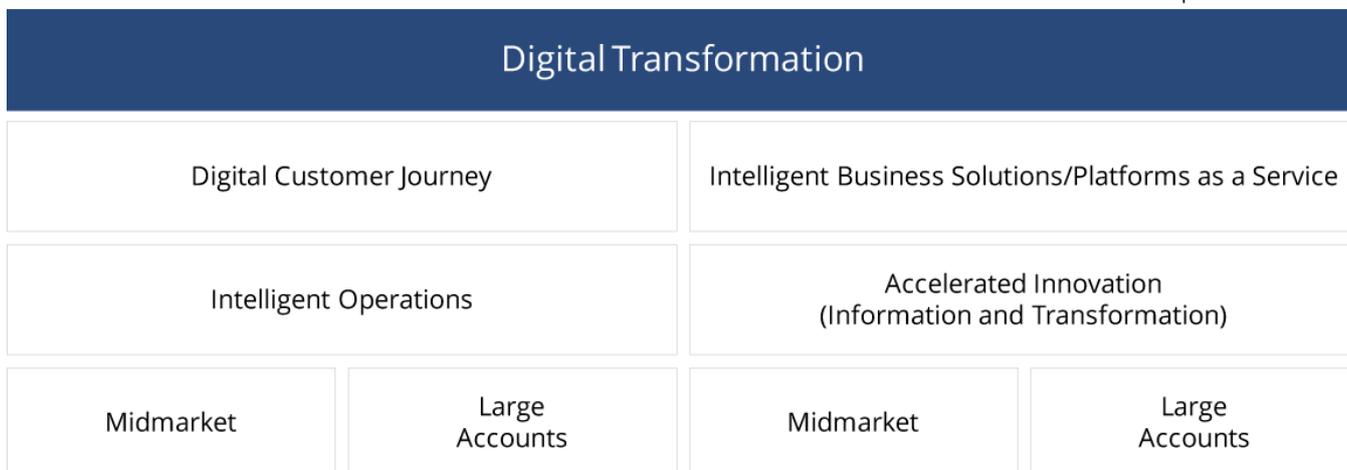
With the study “ISG Provider Lens Germany 2018 – Digital Transformation Services and Solutions“, ISG will support CIOs and IT decision-makers to help them evaluate, select and implement the offerings of suitable providers and will provide insights on future market trends.

The ISG Provider Lens study – Digital Transformation offers IT-decision makers:

- A market overview on products and services
- Transparency of strengths and weaknesses of relevant providers (Market Insight methodology)
- A differentiated positioning of providers by segments, deployment models and compliance requirements (certifications, data location, operational responsibility)
- Clear criteria for short lists and investment planning initiatives.

## Market Categories

Simplified illustration



Source: ISG 2018

## Schedule

The research phase (provider survey and advisor briefings) covers the period End of November 2017 – Beginning of February 2018. Followed by the analysis, evaluation and report generation phases. Selected results will be presented to the media in April 2018.

Milestones	Beginning	End
Project Kick-off	October 6, 2017	
Survey (questionnaire)	November 30, 2017	January 27, 2018
Sneak previews	March 7, 2018	April 6, 2018
Content provisioning	March 29, 2018	
Press release	April 5, 2018	

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## About ISG

ISG (Information Services Group) (Nasdaq: III) is a leading global technology research and advisory firm. A trusted business partner to more than 700 clients, including 75 of the top 100 enterprises in the world, ISG is committed to helping corporations, public sector organizations, and service and technology providers achieve operational excellence and faster growth. The firm specializes in digital transformation services, including automation, cloud and data analytics; sourcing advisory; managed governance and risk services; network carrier services; technology strategy and operations design; change management; market intelligence and technology research and analysis. Founded in 2006, and based in Stamford, Conn., ISG employs more than 1,300 professionals operating in more than 20 countries—a global team known for its innovative thinking, market influence, deep industry and technology expertise, and world-class research and analytical capabilities based on the industry's most comprehensive marketplace data.