



## ISG Provider Lens™

### Cloud Transformation/Operation Services and XaaS 2019

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#### Definition

The growth of cloud adoption by enterprises and the maturity of the cloud industry are creating wider impacts upon organizations and business models, requiring increased market adaptation and risks of obsolescence. Considering the widespread adoption in the as-a-Service area, enterprises must continuously evaluate cloud service and IT providers including on a global level.

ISG reports the continual strong demand for digital transformation is driving global contracts for cloud products and services including Infrastructure-as-a-service (IaaS) and Software-as-a-Service (SaaS). The ISG Index™, which tracks global commercial contracts, recorded annual contract value (ACV) of \$12 billion in Q1 2018, and increase of 11 percent from the previous quarter. These global numbers include as-a-service and traditional sourcing by large enterprises. IaaS ACV was up globally 48 percent from the previous year and SaaS ACV recorded an 18 percent increase. The massive growth numbers in the as-a-Service area indicate the continual shift and momentum to digital technologies in order to lower costs, increase developer productivity, improve responsiveness to business requirements, improve service to end users, and ultimately drive innovation.

The ISG Provider Lens™ study offers IT-decision makers:

- Transparency of strengths and weaknesses of relevant providers
- A differentiated positioning of providers by segments
- Focus towards different markets including global, US, Germany, Switzerland, UK, Australia and New Zealand, Brazil, Europe and Pan America

Our study serves as an important decision-making basis for positioning, key relationships, and go-to-market considerations. ISG Advisors and enterprise clients also leverage information from these reports in evaluating their current vendor relationships and potential new engagements.

## Quadrant Research

As part of the ISG Provider Lens™ Quadrant Study on “Cloud Transformation/Operation Services and XaaS 2019” we are introducing the following quadrants for the regions **Germany, Switzerland, UK** and **Europe**.

Simplified illustration

Cloud Transformation/Operation Services and XaaS 2019 (Germany)			
Transformation	Public Cloud Transformation - Consulting and Integration		Midmarket
			Large Accounts
Operations	Managed Public Cloud Services		Midmarket
			Large Accounts
SaaS	SaaS - ERP - Midmarket	SaaS - CRM	SaaS - Enterprise Cloud Files Sharing
PaaS	iPaaS - Integration Platforms		aPaaS - App Development Platforms
IaaS	IaaS - Enterprise IaaS		Midmarket
			Large Accounts
	IaaS - Public Cloud Hyperscale IaaS		

Source: ISG 2018

Simplified illustration

Cloud Transformation/Operation Services and XaaS 2019 (Switzerland)		
Transformation	Public Cloud Transformation – Consulting and Integration	Midmarket
		Large Accounts
Operations	Managed Public Cloud Services – Midmarket	
SaaS	SaaS – ERP – Midmarket	
IaaS	IaaS – Enterprise IaaS	Midmarket
		Large Accounts

Source: ISG 2018

Simplified illustration

Cloud Transformation/Operation Services and XaaS 2019 (UK)		
Transformation	Public Cloud Transformation – Consulting and Integration	
Operations	Managed Public Cloud Services	
SaaS	SaaS – ERP	
PaaS	aPaaS – App Development Platforms	
IaaS	IaaS – Enterprise IaaS	IaaS – Public Cloud Hyperscale IaaS

Source: ISG 2018

Simplified illustration

Cloud Transformation/Operation Services and XaaS 2019 (Europe)		
Transformation	Public Cloud Transformation – Consulting and Integration	
Operations	Managed Public Cloud Services	
SaaS	SaaS – ERP	SaaS – CRM
PaaS	iPaaS – Integration Platforms	aPaaS – App Development Platforms
IaaS	IaaS – Enterprise IaaS	IaaS – Public Cloud Hyperscale IaaS

Source: ISG 2018

## Schedule

The research phase is between **May and August 2018** during which survey, evaluation, analysis and validation will take place. Selected results will be presented to the media in **November 2018**.

You can download the questionnaire on an online platform called "Qualtrics". We will send you an invitation with an individual link and look forward to your participation!

<b>Milestones</b>	<b>Beginning</b>
Launch	April, 2018
Survey (questionnaire)	May 07, 2018 – June 07, 2018
Sneak previews	September 24, 2018
Content provisioning	November 08, 2018
Press release	November 15, 2018

## Contact



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### **Do you need any further information?**

If you have any questions, please do not hesitate to contact us at [isglens@isg-one.com](mailto:isglens@isg-one.com)

## 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.