



Nordic Outsourcing Market 2007/2008

Insights into end-user needs and trends

As Nordic companies are moving away from looking at IT as merely a support function to viewing IT as a strategic asset they are also becoming more sophisticated outsourcing buyers looking beyond merely to reduce costs. Instead they are increasingly regarding outsourcing as a strategic tool to help their business operations succeed. This in turn makes the companies more demanding buyers and adds pressure on outsourcing vendors to create more sophisticated solutions to help their clients add value to their businesses. It also requires a much closer cooperation with the client companies to understand their strategic direction and not, as before, merely be a provider of commodity services.

The report covers the following topics:

Answering your key questions

- *How will the Nordic outsourcing market change in terms of number of companies that outsource and how much they spend on outsourcing?*
- *What are the key reasons Nordic companies choose to outsource and what does this mean for vendors of outsourcing services?*
- *What inhibits Nordic companies from outsourcing more and how can their resistance be overcome?*
- *Are Nordic companies looking to consolidate the number of vendors they outsource to or are they moving to a best-of-breed strategy?*
- *How will the length of outsourcing contracts change and what opportunities and threats does this present to vendors?*
- *To what extent do vendors meet the expectations of their Nordic clients?*

- **Outsourcing prevalence**
 - Share of Nordic companies outsourcing
 - Plans to outsource among those companies not yet outsourcing
- **Outsourcing spending**
 - Outsourcing spending in relation to total IT costs 2007
 - Expected changes in outsourcing spending in 2008
 - Allocation of spending on IT resources (hardware, staff, data communications etc.).
- **Outsourcing motivation**
 - Key objectives for outsourcing
 - Main reasons for not outsourcing
 - Main criteria when selecting outsourcing vendor
- **Contract length**
 - Length of current outsourcing contracts
 - Planned changes in contract length
- **Vendor relationships**
 - Current number of vendors outsourced to
 - Planned changes in number of outsourcing vendors used
 - Prevalence of risk and gain sharing outsourcing contracts
 - Requirements for inter-vendor cooperation

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About Waagstein Research

Waagstein Research is an independent IT research company. Our focus is on the business and financial aspects of corporate IT operations.

Through our long experience working closely with end-user companies benchmarking their IT operations and developing research reports on IT governance we have gained unique insights into their needs and behaviour.

Waagstein Research's industry-specific analysis, competitive insight and strategic advice give IT vendors the tools they need to optimise their market strategies.

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- Methods used to achieve inter-vendor cooperation
- Satisfaction with inter-vendor cooperation
- **Outsourcing success.**
 - Success in reaching general outsourcing objectives
 - Success in reaching specific outsourcing objectives such as increased IT innovation and flexibility
 - Factors influencing outsourcing success

Method

The report is based on two surveys carried out by Waagstein Research in May and October 2007 among leading IT decision makers in 200 large (+500 employees) companies in Denmark, Finland, Norway and Sweden. This is complemented by information gained from earlier conducted market surveys and benchmark studies. The research data is presented and analysed broken down by industry (Trade, Services and Manufacturing).

Target Group

The report is written based on the needs of vendors of outsourcing services in the Nordic market who wish to better understand their customers' needs and behaviour.

Price and delivery

The price of the report is EUR 2,190.

The report is delivered in both printed format and in a digital copy in PDF-format for free distribution within your organisation.

The report will be ready for delivery.

Prices are excluding VAT.

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December 2007