

Information Technology Global Market 2015

Information Technology Global Market Report provides strategists with the critical information they need to assess the global chemical sector.

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The total value of the [information technology sector](#) globally in 2014 was \$5,599 billion. Related to a world population of more than 7 billion in 2014 this equals about \$800 per person per annum. Given that World Domestic Product was approximately \$78 trillion in 2014, the market makes up about 7.1% of the global economy.

The IT industry is connected to almost all industrial sectors. This has led to the creation of multitudes of IT-related jobs across the world. In the USA alone more than one million employees were software developers in 2012.

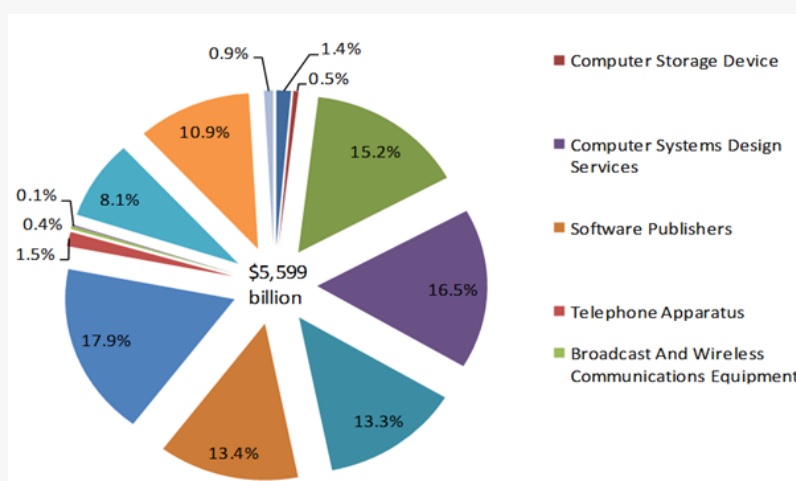
Outsourcing and off-shoring of IT production has also led to the creation of employment opportunities in many developing economies, especially in India and China.

The [information technology](#) (IT) industry deals with the application of computers, computer peripherals and telecommunications equipment to store, retrieve, transmit and maneuver data. It involves computer networking, broadcasting, systems design services and information distribution technologies like television and telephones. Information technology is applied in every aspect of economies, government and society. It can be used in businesses, for communication including

telecasting, for education, transportation, agriculture, mining, banking and advertising.

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Description

- Information Technology Global Market Report from the Business Research Company covers market characteristics, trends, size and growth, segmentation, regional breakdowns, competitive landscapes, market shares, company profiles, value chains, customer analyses and key strategies for this sector.
- A concise executive summary highlights the most important insights and information.
- The market characteristics section of the report defines the market in technical terms, including key sub categories or segments such as Computers, Telecommunications and Software. The sector's value chain is described in terms of raw materials, production, distribution and marketing.
- Drivers and restraints identifies the external factors supporting and controlling the growth of the Information Technology market.
- Future developments highlights the most interesting technological and commercial changes which will be shaping the sector in the years to come.
- The market financials section gives the size of the market by revenues and volume of units, covering both the historic growth of the market and forecasting the future. Average industry operating and net margins and cost of capital are also considered.
- Market segmentations break down the key sub sectors of the market. The regional breakdowns section gives the size of the market in leading countries and regions. Markets are compared through a BCG matrix analysis framework.
- The customer information chapter highlights key customer groups for the product, and gives data on the end users and their preferences.
- Competitive landscapes give a description of the competitive nature of the market, including its concentration or fragmentation, and the attractiveness and profitability of the market is analysed through a Porter's Five Forces analysis.
- Market specific company profiles of leading players are provided, along with market shares.
- The strategies section highlights successful product, promotion, placement and pricing strategies that readers can adopt.

Reasons to Purchase.

Information Technology Global Market Report provides strategists, marketers and senior management with the tools they need to drive strategy in the global Information Technology sector.

- Get the most up to date information available on the information technology market globally.
- Identify growth segments and opportunities.
- Facilitate decision making on the basis of strong historic and forecast data.
- Develop business strategies before your competitors with the help of specific insights about future developments.
- Counter your competitors' business plans.
- Read 'word of mouth' interviews with leading executives and opinion leaders.
- Plan your strategy with advice from expert consultants.
- Tailor to your needs with up to 20% customisation of the report.

Scope

Markets Covered: Computers, Telecommunications and Software.

Companies Mentioned: IBM, Fujitsu, HP, Accenture, NTT, SAP, Oracle, Capgemini, CSC and TCS.

Global scope: Australia, Brazil, China, France, Germany, Italy, India, Japan, Nigeria, Russia, Spain, Saudi Arabia, South Africa, United Arab Emirates, United Kingdom, United States, plus major regions, Europe, Americas, Middle East, Africa and Asia.

Time series: five years historic and forecast.

Data: Market in \$ millions and units, average operating and net margins and cost of capital.

Data segmentations: regional, market share of competitors, key sub segments.

Analytical frameworks: BCG Matrix, Value Chain, Porter's Five Forces, Four P's of marketing strategy.

Expert Interviews: summaries of five or more interviews with leading experts in the Information Technology market.

Sourcing and Referencing: Referencing of all data and analysis throughout the report with end notes.

Table of contents

- Information Technology Global Market Report
- Information Technology Market Characteristics
- Product Description
- Uses
- Value Chain
- Raw Materials
- Production and Technologies
- Distribution
- Marketing
- Information Technology Drivers and Restraints
- Drivers
- Restraints
- Information Technology Future Developments
- Information Technology Market Financials
- 5 Years Historic Market Value (\$ millions)
- 5 Years Historic Market Volume
- 5 Years Forecast Market Value (\$ millions)
- 5 Years Forecast Market Volume
- Average Net And Operating Margins
- Average Cost Of Capital
- Information Technology Market Segmentation
- Sub Market Segmentation
- Computers, Telecommunications and Software
- End Customer Segmentation
- Information Technology Market Regional Overview
- Global Overview
- Europe, France, Germany, Italy, Russia, Spain, United Kingdom, Rest of Europe- Market Size
- Americas, Brazil, United States, Rest of Americas- Market Size
- Middle East, Saudi Arabia, United Arab Emirates, Rest of Middle East- Market Size
- Africa, Nigeria, South Africa, Rest of Africa- Market Size
- Asia, Australia, China, India, Japan, Rest of Asia- Market Size
- Information Technology Competitive Landscape
- Competitive Market Structure
- Market Shares
- Company Profiles
- IBM, Fujitsu, HP, Accenture, NTT, SAP, Oracle, Capgemini, CSC and TCS.
- Information Technology Customer Information
- End User Groups
- Preferences
- Behaviors
- Information Technology Market Suggested Strategies

- Placement
- Positioning
- Price
- Product
- Interview Summaries
- Appendix
- Methodology

- Information Technology Global Market Report is a detailed report giving a unique insight into this market. The report is priced at \$3000 for an individual user. To use across your office the price is \$4500 and \$6000 if you wish to use across a multinational company.
- Clients are able to input on the design of the report and highlight points of special interest.
- In order to ensure the all the latest data and analysis is added report may take up to 10 working days to deliver.

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