

ICT Austria: Consumption, Demand, Sales, Competitor and Forecast 2016 – 2021

ICT Austria Market 2016 Analysis and Forecast to 2021

PUNE, INDIA, November 8, 2016 /EINPresswire.com/ -- According to Researcher, the ICT market in Austria is expected to grow in the coming years with enterprises investing more in the ICT domain. The Austrian government has revealed plans to subsidize broadband networks to ensure 100% coverage and has also emphasized of the need of having robust cyber security framework and research and development in the ICT domain.



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Key Findings

- Survey reveals that majority of Austrian enterprises are planning to increase their ICT budget either slightly or significantly in 2016
- Survey data reflects that SaaS was the most preferred cloud computing solution area among Austrian enterprises in 2015, as enterprises allocated more than one-third of their average cloud computing budget to this domain
- Survey suggests that management is the most popular outsourced function among the Austrian enterprises

Synopsis

ICT investment trends in Austria presents the findings from a survey of 45 Austrian enterprises regarding their Information & Communications Technology (ICT) investment trends. The survey investigates how Austrian enterprises currently allocate their ICT budgets across the core areas of enterprise ICT expenditure: hardware, software, IT services, and communications. The report illustrates the core technologies that enterprises are investing in, including IoT, cloud computing,

security products, and network services. The survey also highlights the approach to purchasing technology adopted by enterprises in Austria. Through survey, the report aims to provide a better insight to ICT vendors and service providers when pitching their solutions to enterprises in Austria.

In particular, it provides an in-depth analysis of the following:

- How ICT budgets are set to change in 2016 in terms of their overall size
- Allocation across the core elements of IT spend, including hardware, software, services, and communications
- Distribution of ICT Euros in areas such as the networks, applications, service desk, and data centers
- Which ICT functions Austrian enterprises are interested in outsourcing
- Austrian enterprises' investment priorities based on their budget allocations across core technology categories such as IoT, cloud computing, security products, and network services
- Factors that are influencing Austrian enterprises' investments in each technology category
- How Austrian enterprises' IT budgets are currently allocated across various segments within a technology category
- Austrian enterprises' distribution of their ICT budget across various segments within a technology category
- Vendor satisfaction ratings for various core and advanced technology categories
- Insight into Austrian enterprises' preferred buying approaches
- Business and IT objectives that Austrian enterprises are looking to achieve through their IT investment strategies
- Factors that are influencing Austrian enterprises' decisions to select an ICT provider

Reasons to Buy

- Understand how the Austrian enterprises ICT landscape is set to change in 2016 to prioritize your target market
- Comprehend how ICT Euros are being allocated by Austrian enterprises in specific geographies and size bands to improve your market penetration
- Make effective business decisions by recognizing the opportunities within each of the core areas of ICT spend (hardware, software, IT services, and telecommunications)
- Realign your sales initiatives by understanding the current strategic objectives of Austrian enterprises
- Enhance your market segmentation with the included, detailed breakdown of opportunities within selected technology categories (IoT, cloud computing, security products, and network services)
- Prioritize your focus areas by understanding which factors are influencing Austrian enterprises' decisions when selecting an ICT provider
- Understand the changes in customers' priorities and identify the business and IT objectives that Austrian enterprises are looking to achieve through their ICT investment strategies

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