

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

ICT China Market 2016 Analysis and Forecast to 2021

PUNE, INDIA, November 8, 2016 /EINPresswire.com/ -- According to Researcher, the ICT market in China is expected to grow in the coming years with enterprises investing more in the ICT domain. The Chinese 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 Chinese 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 Chinese 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 Chinese enterprises

Synopsis

ICT investment trends in China presents the findings from a survey of 45 Chinese enterprises regarding their Information & Communications Technology (ICT) investment trends. The survey investigates how Chinese 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 China. Through survey, the report aims to provide a better insight to ICT vendors and service providers when pitching their solutions to enterprises in China.

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 Chinese enterprises are interested in outsourcing
- Chinese 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 Chinese enterprises' investments in each technology category
- How Chinese enterprises' IT budgets are currently allocated across various segments within a technology category
- Chinese 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 Chinese enterprises' preferred buying approaches
- Business and IT objectives that Chinese enterprises are looking to achieve through their IT investment strategies
- Factors that are influencing Chinese enterprises' decisions to select an ICT provider

Reasons to Buy

- Understand how the Chinese enterprises ICT landscape is set to change in 2016 to prioritize your target market
- Comprehend how ICT Euros are being allocated by Chinese 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 Chinese 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 Chinese enterprises' decisions when selecting an ICT provider
- Understand the changes in customers' priorities and identify the business and IT objectives that Chinese enterprises are looking to achieve through their ICT investment strategies

Table of Contents

1 Trends in ICT budgets

1.1 Introduction

1.2 Survey demographics

1.3 ICT budget changes

1.4 ICT budget allocation by core technology area

1.4.1 Hardware budget breakdown

1.4.2 Software budget breakdowns

1.4.3 Third party IT services expenditure

1.4.4 Communications expenditure

1.4.5 Cloud computing budget

1.5 ICT budget allocation by function

1.6 Outsourced IT functions

2 ICT investment priorities and vendor satisfaction

2.1 Introduction

2.1.1 Security Products

2.1.2 Internet of Things (IoT)

2.1.3 Cloud computing

2.1.4 Network services

3 ICT procurement trends

3.1 Introduction

3.2 Business objectives influencing IT investment strategy

3.3 ICT provider selection

3.4 Key decision maker for purchasing technology

4 Summary

4.1 Chinese enterprises are earnestly investing in various ICT domains in 2016

5 Appendix

5.1 Definitions

List of Figures

Figure 1: Chinese enterprise ICT survey industry breakdown

Figure 2: Chinese enterprise ICT survey breakdown by size band (number of employees)

Figure 3: Recent and expected ICT budget changes among Chinese enterprises

Figure 4: Chinese enterprises' (external) ICT budget allocation, 2015 and 2016

Figure 5: Chinese enterprises' average hardware budget allocation

Figure 6: Average allocation of software budgets in Chinese enterprise market

Figure 7: Chinese enterprises' average IT services budget allocation

Figure 8: Chinese enterprises' average communications expenditure

Figure 9: Chinese enterprises' average cloud computing budget allocation by technology

Figure 10: Chinese enterprises' average cloud computing budget allocation by implementation type

Figure 11: Chinese enterprises' ICT budget allocation by function, 2015 and 2016

Figure 12: Outsourced IT functions – Chinese enterprises' current and future outsourcing priorities

Figure 13: Security products – Chinese enterprises' current and future investment priorities

Figure 14: Security products – selected primary provider and vendor satisfaction among Chinese enterprises

Figure 15: IoT – Chinese enterprises' current and future investment priorities

Figure 16: IoT – selected primary provider and vendor satisfaction among Chinese enterprises

Figure 17: Cloud computing – Chinese enterprises' current and future investment priorities

Figure 18: Cloud computing – selected primary provider and vendor satisfaction among Chinese enterprises

Figure 19: Network services – Chinese enterprises' current and future investment priorities

Figure 20: Network services – selected primary provider and vendor satisfaction among Chinese enterprises

Figure 21: Business objectives which influence Chinese enterprises' IT investment strategy

Figure 22: Factors influencing Chinese enterprises' decision to choose an ICT provider

Figure 23: Role of key entities in making ICT purchasing decisions

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