

2007-2008 Annual Report on Business Strategies & Investments Development of Multinational IT Services Enterprises in China

Report Information

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Enterprises Involved: IBM, HP, Accenture, BearingPoint, Dell, NEC, and others

Report Highlights

As China's IT services market gradually grows, IT services providers are facing growing pressures from various sides, including market growth trend, efficiency improvement, more specialized business and industries, product-like research investment and the need to carry out internal reforms to adapt to changes in market demand. Intensified competitions, higher requirements from customers and use of new delivery means all bring various challenges to IT services companies. Company M&As take place from time to time.

Statistics show that there are over 8000 enterprises active in the different fields of China's IT services market. Their size, strength and services ability vary greatly. However, world-class IT services providers have built upon their international experiences, brand recognition and financial strength to long take the lead in IT services competitions in China.

In the face of market changes and challenges from world-class IT services providers, CCID Consulting has introduced the 2007-2008 Annual Report on Business Strategies &

Investments of Multinational IT Services Enterprises in China, which will help, from the following aspects, home and foreign IT services providers to more accurately grasp the growth pulse of China's IT services market, to know their competitors better and more purposefully nurture their competitiveness:

- 📖 Accurate market description data, describe annual market changes from the perspectives of market size, competition pattern and brand structure, and see through the industry development trend.
- 📖 Outline multinational IT services enterprises' competition performance in China in 2007, sum up their competition strategies in China from such diverse dimensions as R&D strategies, R&D directions, R&D inputs, R&D layout, brand strategies, product strategies, channel strategies, pricing strategies, services strategies, employee management, employee incentives, employee training and development, and assess their secrets for market leadership.
- 📖 Conduct in-depth analysis of leading multinational IT services enterprises' major strategic measures such as their R&D positioning, services positioning, product positioning and HRM strategies, and compare and evaluate their competition strategies from the 3 major dimensions of R&D, marketing and human resources.
- 📖 In combination with the research conclusions about multinational IT services enterprises' competition strategies in China, provide strategic decision support to users who use this report.

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