MARKET REPORT

US IT Services Market Report 2017 Including: Hardware Support Services, Software And BPO Services, Cloud Services Covering: IBM, Accenture, HPE, Microsoft, SAP, Fujitsu, TCS, Oracle and NTT data
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Growing Demand of Hybrid Cloud was the latest trend observed in the information services market as of 2016. With growth and technological advances in the cloud industry, companies are witnessing a growing demand of hybrid cloud model. In 2016, hybrid cloud adoption rose from 58% to 71% year-over-year. Hybrid cloud services meet organization’s regulatory norms while also benefiting from the economies of the cloud. They also support organizations in adopting cloud technology without making changes to the existing infrastructure. Since hybrid clouds limit the costs of users, demand has been growing among midsize enterprises.

USA IT services market is the largest in the world. It currently accounts for approximately one third of the global IT services market. The market value of IT services account for approximately 30% of the USA IT market. The IT services market has witnessed modest growth in recent years primarily driven by advancing cloud computing technologies, major investments and favorable government initiatives and funds.

Federal Government has launched multiple initiatives and proposed high investments which has driven the demand for IT services. Some of the key initiatives and investments include -

- In 2015, the US Department of State launched a new initiative called ‘Global Connect’, which seeks to bring 1.5 billion people who lack Internet access, online by 2020.
- In 2015, Cybersecurity National Action Plan (CNAP) was initiated to enhance cyber security awareness, protect privacy, maintain public safety as well as economic and national security, and to enhance digital security.

The USA information technology services market is expected to grow from over $300 billion in 2016 to over $350 billion in 2020. Hardware Support Services was the largest segment in the USA’s IT services market with around 51% share of the market. These services physically repair or optimize hardware and offer telephone technical troubleshooting and assistance for setup and perform fee-based hardware warranty upgrades. Software and BPO Services was the second largest segment in the USA’s IT services market with around 38% share of the market. This market provides a combination of one or more IT-intensive business processes given to an external provider that in turn, owns, administers and manages the selected processes based on defined and measurable performance metrics. Cloud Services was the third largest segment in the USA’s IT services market with around 11% share of the market. Cloud services market provides service that is made available to the users over the internet from a cloud computing provider’s server. Most common cloud services include Software as a Service (SaaS), Platform as a Service (PaaS) and Infrastructure as a Service (IaaS).

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