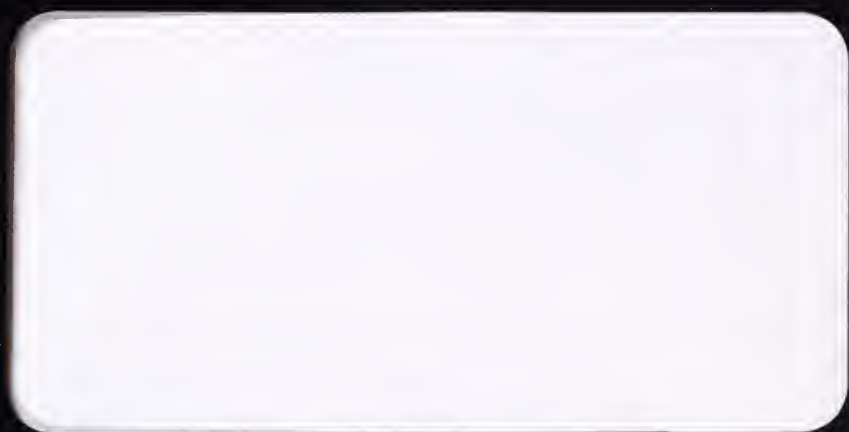


Outsourcing:  
A European Perspective

19 October 1993

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***Outsourcing: A European Perspective***

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## Key Opportunities Outsourcing Europe

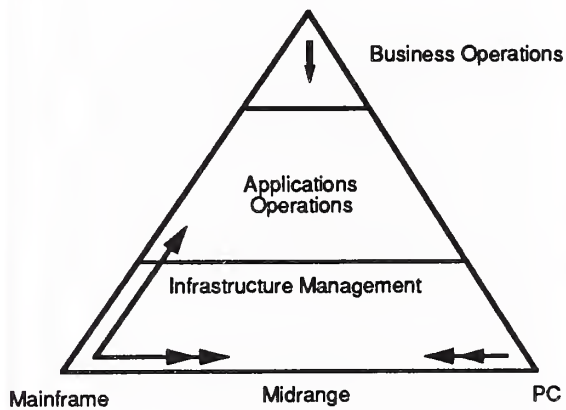
- Infrastructure not data centre management
- Business benefit not cost saving

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## Evolution of European Outsourcing



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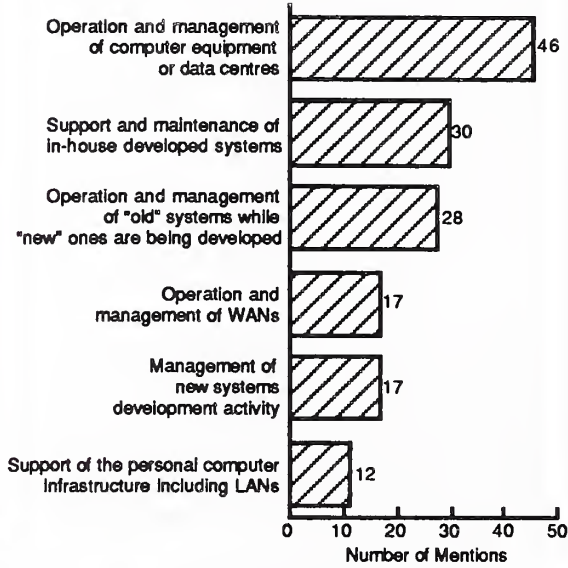








### Outsourcing by Service Category—Europe



Sample of 47 European outsourcing clients

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### Service Improvement Challenges

- Vendor/client procedures and communication
- Proactive account development
- Understand client's applications and business needs

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# Notes

## Overall Satisfaction by Contract Start Date



Sample of 29 outsourcing clients

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## Action at End of Present Contract

Action	Number of Mentions	
	France	Europe
Continue to outsource	12	33
Stop outsourcing	1	4
Total	13	37

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# Notes

## How to Improve Use of Outsourcing

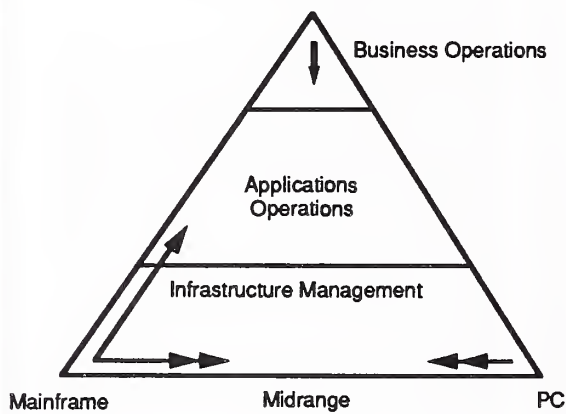
- Outsource more activities
- Improved communication and partnerships
- Meet emerging client needs

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## Evolution of European Outsourcing



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- **IT Customer Services Directions**
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- **Multimedia Opportunities**

## SERVICE FEATURES

Research-based reports on trends, etc.  
(Over 100 in-depth reports a year)  
Frequent bulletins on events, issues, etc.  
5-year market forecasts  
Competitive analysis  
Access to experienced consultants  
Immediate answers to questions

## DATA BASES

- **Software and Services Market Forecasts**
- **Software and Services Vendors**
- **U.S. Federal Government**
  - Procurement Plans (PAR)
  - Forecasts
  - Awards (FAIT)
- **Commercial Application LEADS**

## CUSTOM PROJECTS

For Vendors—analyze:

- Market strategies
- Product/service opportunities
- Customer satisfaction levels
- Competitive position
- Acquisition targets

For Buyers—evaluate:

- Specific vendors
- Outsourcing options
- Market opportunities
- Systems plans
- Peer position

## OTHER SERVICES

Presentations to user groups, planning meetings, etc.

Acquisition/partnership searches

Newsletters

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