IT Services Adoption in the Netherlands to 2003
(Executive Summary)

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Introduction

In March 2002, Gartner Dataquest surveyed 443 companies across Europe on what their demand for external service providers (ESPs) would be in the next 18 months and how they select ESPs. This document analyzes the data from the 60 responses from the Netherlands and is intended for use by IT services vendors targeting the Dutch market. It examines buyers' requirements for 2002 to 2003, buyers' preferences when selecting ESPs and their attitudes to risk and contracting styles.

Despite recent difficult economic conditions, 42 percent of respondents in the Netherlands said they intended to increase their total spending with ESPs in 2003 and 37 percent indicated the spend would remain constant in 2003. This supports Gartner Dataquest's view that companies across Western Europe will continue to invest in IT services, but at a slow pace. Gartner Dataquest estimates that the IT services opportunity in the Netherlands will grow by 7.1 percent from 2002 to 2003, and have a compound annual growth rate of 5.6 percent from 2000 to 2005.

The survey showed that professional services in particular are popular in the Netherlands, especially IT consulting and application development projects. These are closely followed by all types of IT service associated with networks. Companies across Europe are focused on infrastructure optimization, including increased reliability, performance and security, and the improvement of internal processes. This is supported by the survey in the Netherlands, where spending on security and enterprise resource planning (ERP) solutions is still strong.

When selecting an ESP, respondents in the Netherlands rate technical expertise as the top criterion, which is in line with the responses from Europe as a whole. Dutch respondents, however, like to work with an ESP with which they already have a relationship. Recent vendor financial troubles across the region and the increased focus on security is encouraging organizations to select ESPs they trust.

More than half the respondents in the Netherlands said that the IT manager, the chief information officer (CIO), the chief executive officer (CEO) and the chief financial officer (CFO) were all either influential or very influential in the final decision-making in selecting an ESP. Organizations in the Netherlands, as with the region as a whole, require business justification before the implementation of an IT project and the ability to prove a quick return on investment is essential. Vendors operating in the Netherlands must be able to prove the business value of their solutions as well as showing that they can contract for continuous change.

Links

The full report "IT Services Adoption in the Netherlands to 2003" is published to Gartner Dataquest's IT Services Europe and Enterprise Solutions Worldwide Clusters:

- ITSV-EU-FR-0133
- ITES-WW-FR-0143