Top ICT spenders in the Australian Energy Sector; Estimated ICT budget breakdowns in 2015

Description:

Summary

Top ICT spenders in the Australian Energy Sector presents the output from this industry's ICT spend prediction statistical model, a log-linear regression model that provides ICT spending predictions based on a company's demographic profile. The statistical model has been developed using an extensive collection of survey and interview data that this industry has conducted with ICT decision makers on their IT spending, as well as the insight of our analyst team.

Key Findings

Top ICT spenders in the Australian Energy Sector illustrates how this industry expects the top ICT spenders in the Australian energy sector to allocate their ICT budgets across the core areas of enterprise ICT spend, namely hardware, software, IT services, communications and consulting.

Synopsis

The predictions were formulated in March 2015 following a large survey of ICT decision makers. Estimated trends in ICT spending have been identified through to the end of 2015 following feedback from respondents on their forthcoming investment plans.

Reasons To Buy

- Understand how the Australian energy sector enterprise ICT landscape is set to change in 2015 to prioritize your target market.

- Make effective business decisions by recognizing the opportunities within each of the core areas of ICT spend (hardware, software, IT services, telecommunications, and consulting).

- Realign your sales initiatives by understanding the current strategic objectives of the Australian energy sector enterprises.

- Enhance your market segmentation with the included, detailed breakdown of opportunities within selected technology categories (enterprise application, business intelligence, and security products).

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