

## **Key Issues: Surviving in the IT Services Market**

### **Key issues reveal tactics for survival and leadership in the IT services marketplace.**

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Gartner Dataquest's IT Services North America research team covers a market worth \$274 billion and populated by, at a conservative guess, well over 1,000 suppliers. Clearly, a market of this size and volatility produces a huge array of business challenges, questions and issues that every market participant must answer on a daily basis.

Isolating the key business issues that underpin the IT services marketplace is the role of Gartner Dataquest's analysts in each of its clusters (research groups), which makes up the IT services research team. These key issues are the ones that keep our clients awake at night and are at the heart of the market's fortunes for 2003 and beyond.

The purpose of this Spotlight is to help our clients understand the research agenda for each individual cluster, identify the hot "buttons" for 2003 and provide a searchable database of reference material by providing answers to each cluster's key issues (see "Key Issues Lead to New Growth for IT Services Providers").

Our key issue structure is also meant to be a flexible architecture for our research and as such, we welcome your feedback on what you feel we should cover in future research. Also, please let us know whether we are covering your research needs.

Certainly, 2003 will be an important year for the IT services industry. Although the worst may be behind us, times will still be tight. Few of us can afford to get it wrong and by working together, we can increase our chances of "getting it right."