



**springboard  
research**

March 2008

MARKET RESEARCH REPORT

# Asia Pacific IT Services Market and Forecast 2006-2011

## Asia Pacific Services

➤ **Lead Analyst:**

Phil Hassey, Vice President Services

## TABLE OF CONTENTS

<b>INTRODUCTION.....</b>	<b>6</b>
<b>EXECUTIVE SUMMARY.....</b>	<b>6</b>
<b>TAXONOMY .....</b>	<b>8</b>
Springboard Research’s Definition of the Services Marketplace .....	8
Individual Market Definitions.....	11
Infrastructure Services .....	11
Application Services .....	12
Consulting Services .....	13
<b>MARKET OVERVIEW FOR THE ASIA PACIFIC, EXCLUDING JAPAN (APEJ), IT SERVICES SPACE .....</b>	<b>14</b>
<b>ASIA PACIFIC, EXCLUDING JAPAN, IT SERVICES FORECASTS BY OPPORTUNITY TYPE .....</b>	<b>16</b>
The Market Attractiveness Index for the Asia Pacific, Excluding Japan, IT Services Market – A Market Perspective .....	23
<b>ASIA PACIFIC, EXCLUDING JAPAN (APEJ), IT SERVICES FORECASTS BY GEOGRAPHY .....</b>	<b>25</b>
India .....	26
Greater China.....	27
ANZ.....	28
Korea.....	28
ASEAN .....	28
The Market Attractiveness Index for the Asia Pacific, Excluding Japan, IT Services Market – A Geographic Perspective.....	30
<b>MARKET OVERVIEW FROM A SERVICES PERSPECTIVE – WHERE THE OPPORTUNITIES LIE.....</b>	<b>33</b>
Device Support Services .....	33
Infrastructure Support Services .....	34
Software Support Services .....	35
Network Integration Services.....	36

## TABLE OF CONTENTS

Desktop Management Services.....	38
Network Management Services.....	39
Data Centre Management Services.....	41
Enterprise IT Outsourcing Services .....	42
Infrastructure Hosting Services.....	45
Enterprise Application Integration Services.....	46
Application Management Services.....	47
Application Hosting Services .....	48
Custom Application Development Services .....	49
Infrastructure Application Services.....	51
IT Consulting Services.....	52
<b>2008 SERVICES PREDICTIONS .....</b>	<b>54</b>
Morphing of Software and Services Providers.....	54
Demand for Skills Will Accelerate the Shift to External Services Providers.....	54
Tension Will Increase Between Enterprise Software Giants and their Partners – Client Ownership is the Battleground .....	55
SOA Becomes About Service as Much as Software.....	55
Services Providers Will Use Social Networking (Web .0/YouTube/Facebook) Sites to Engage with Employees, Clients and Prospective Recruits.....	56
2-Tier Branding To Take Off in Key Asia Pacific Markets.....	56
China Will Not Aggressively Engage in Enterprise IT Outsourcing .....	57
The Green Agenda Will Boost Opportunities in the Data Centre and Infrastructure Applications Services Space.....	57
Testing Will Come to the Fore as a Discrete But Essential Element – Scarcity of Resources Will Enhance This Issue.....	58
Global Delivery Will Have to Be More Than Just Low-Cost Resources – And China Will Not Surpass India .....	58

Figure 1: Asia Pacific, Excluding Japan (APEJ), IT Services Market Forecast, 2007-2011 .....	16
Figure 2: Asia Pacific, Excluding Japan (APEJ), Asia Pacific IT Services Market; Growth Proportion, 2007 and 2011 .....	17
Figure 3: Asia Pacific, Excluding Japan (APEJ), Infrastructure Services Market; 2007 and 2011 Comparison .....	21
Figure 4: Asia Pacific, Excluding Japan (APEJ), Application Services Market; 2007 and 2011 Comparison .....	22
Figure 5: Asia Pacific, Excluding Japan (APEJ) Asia Pacific IT Services Market, Geographic Comparison 2007 and 2011 .....	31

Table 1: Springboard Research IT Services Market Taxonomy – IT Services and Categories.....	10
Table 2: Asia Pacific, Excluding Japan, IT Services Forecast 2006-2011.....	15
Table 3 Asia Pacific, Excluding Japan, IT Services Growth Rates 2006-2011 ....	15
Table 4: Asia Pacific, Excluding Japan, IT Services Contribution to Growth, 2007-2011.....	17
Table 5: Asia Pacific, Excluding Japan, IT Services Forecast 2006-2011.....	19
Table 6: Asia Pacific, Excluding Japan, IT Services Forecast 2006-2011.....	20
Table 7: Asia Pacific, Excluding Japan, IT Services Contribution to Growth, 2006-2011.....	24
Table 8: Asia Pacific, Excluding Japan, IT Services Market Attractiveness Index Ranking.....	26
Table 9: Springboard Research’s Asia Pacific, Excluding Japan, IT Services Geographic Structure .....	27
Table 10: Asia Pacific, Excluding Japan, IT Services Geographic Forecast 2006-2011.....	28
Table 11: Asia Pacific, Excluding Japan, IT Services Growth Rates 2006-2011 .	29
Table 12: Asia Pacific, Excluding Japan, IT Services Geographic Contribution to Growth, 2007-2011 .....	32
Table 13: Asia Pacific, Excluding Japan, IT Services Geographic Market Attractiveness Index Ranking .....	33
Table 14: Asia Pacific, Excluding Japan, Device Support Services Forecast 2006-2011.....	36
Table 15: Asia Pacific, Excluding Japan, Infrastructure Support Services Forecast 2006-2011 .....	37
Table 16: Asia Pacific, Excluding Japan, Software Support Services Forecast 2006-2011 .....	38
Table 17: Asia Pacific, Excluding Japan, Software Support Services Forecast 2006-2011 .....	40
Table 18: Asia Pacific, Excluding Japan, Software Support Services Forecast 2006-2011 .....	41
Table 19: Asia Pacific, Excluding Japan, Network Management Services Forecast 2006-2011.....	43

Table 20: Asia Pacific, Excluding Japan, Data Centre Management Services Forecast 2006-2011.....	44
Table 21: Asia Pacific, Excluding Japan, Enterprise IT Outsourcing Services Forecast 2006-2011.....	46
Table 22: Asia Pacific, Excluding Japan, Infrastructure Hosting Services Forecast 2006-2011 .....	47
Table 23: Asia Pacific, Excluding Japan, Enterprise Application Integration Services Forecast 2006-2011.....	49
Table 24: Asia Pacific, Excluding Japan, Enterprise Application Management Services Forecast 2006-2011.....	50
Table 25: Asia Pacific, Excluding Japan, Enterprise Application Hosting Services Forecast 2006-2011.....	51
Table 26: Asia Pacific, Excluding Japan, Custom Application Development Services Forecast 2006-2011.....	53
Table 27: Asia Pacific, Excluding Japan, Infrastructure Application Services Forecast 2006-2011.....	54
Table 28: Asia Pacific, Excluding Japan, IT Consulting Services Forecast 2006-2011.....	55

---

## INTRODUCTION

Asia Pacific, excluding Japan (APEJ), is the global focus region for IT services growth. As the region includes China and India, as well as other emerging markets such as Thailand, Vietnam and the Philippines, this is of little surprise. However, the most important and often overlooked aspect of the Asia Pacific market is that more established markets such as Australia and Korea are absolutely essential for growth.

This is the first Springboard Research report on the APEJ IT Services market. Here, we will look at IT Services by segment and by geography so enterprises can better understand the market dynamics inherent in each Asia Pacific country/region (excluding Japan). Also, we will identify the market opportunities that exist in this growing industry. This APEJ IT Services report will be followed with a series of country- and offering-specific reports that will enable enterprises to maximize revenue potential in the Asia Pacific region.

## CONTACTS

[www.springboardresearch.com](http://www.springboardresearch.com)

### E-MAIL

Sales/Marketing: [sales@springboardresearch.com](mailto:sales@springboardresearch.com)

Research: [research@springboardresearch.com](mailto:research@springboardresearch.com)

Careers: [careers@springboardresearch.com](mailto:careers@springboardresearch.com)

### AUSTRALIA

Level 12  
1 Pacific Highway  
North Sydney, NSW 2060  
Australia  
Tel: 61-2-9959-1926

### INDIA

NSCI Bhawan, STP Extension  
2nd Floor, Okhla Industrial Estate  
New Delhi 110020  
India  
Tel: 91-11-4051-8181

### JAPAN

Level 6, Gloria Building,  
3-6-15 Kasumigaseki, Chiyoda-ku,  
Tokyo 100-0013  
Japan  
Tel: 81-3-5251-3032

### MOROCCO

219 Boulevard Kerktoni- 1er étage  
Résidence El Bardai  
Casablanca 20100  
Morocco  
Tel: 212 22-36-15-56

### PAKISTAN

4th Floor, Software Technology Park 5-A,  
Constitution Avenue,  
Islamabad  
Pakistan  
Tel: 92-51-282-8668

### SINGAPORE

45 Club Street  
Singapore 069422  
Tel: 65-6325-9716

### U.S.A.

5201 Great America Parkway Suite 320  
Santa Clara, CA 95054  
U.S.A  
Tel: 408-730-2680

### CHINA

3/F, North Tower, No.1 Guang Hua Road,  
Chaoyang District, Beijing 100020  
China  
86-10-6599-7916