

SECURING COMPETITIVENESS WITH MANAGED SERVICES

THE POTENTIAL OF MANAGED SERVICES

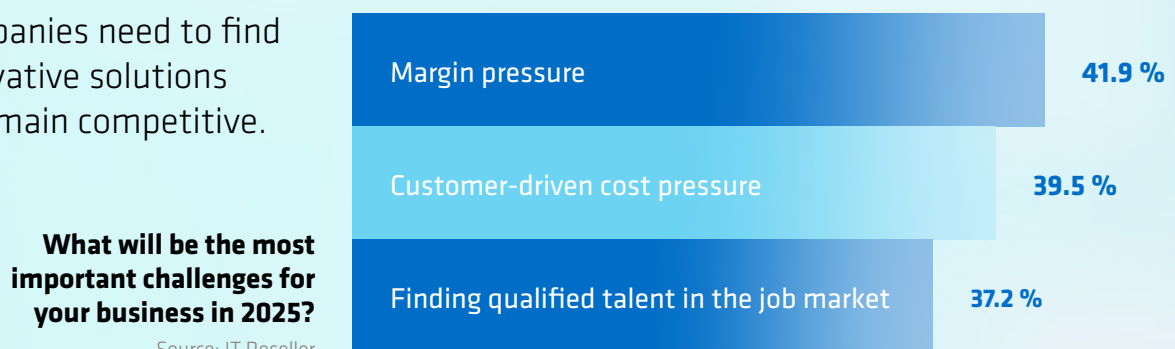
A solution for today's challenges – the managed services market is growing.



THE GREATEST CHALLENGES FOR COMPANIES

Margin pressure and customer-driven cost pressure are currently the biggest challenges for the IT channel.

Companies need to find innovative solutions to remain competitive.



IN SWITZERLAND MOSTLY A TEMPORARY SOLUTION

Here in Switzerland, many companies use managed services for at least one area of their IT.

However, there is still a lot of potential for the broad and strategic use of various services.

Use of managed services in Swiss companies

Source: Profondia IT Market Report 2024



WHY MANAGED SERVICES?

The IT sector in particular can benefit from managed services: in order to cope with rising costs despite limited IT budgets, more and more companies are considering outsourcing parts of their IT structure.

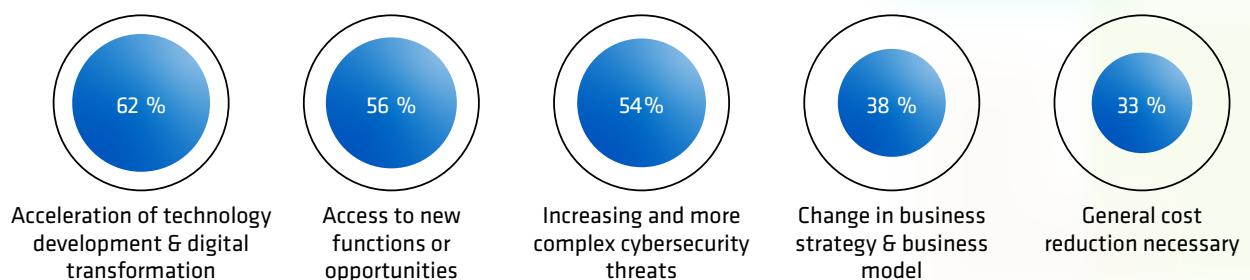
51%

of companies see managed services as a benefit for cost control and transparency, according to a PwC study on managed services.

GLOBAL COMPANIES

Long-term and strategic: international companies see and seize different opportunities through managed services.

Top 5 reasons why global companies use managed services



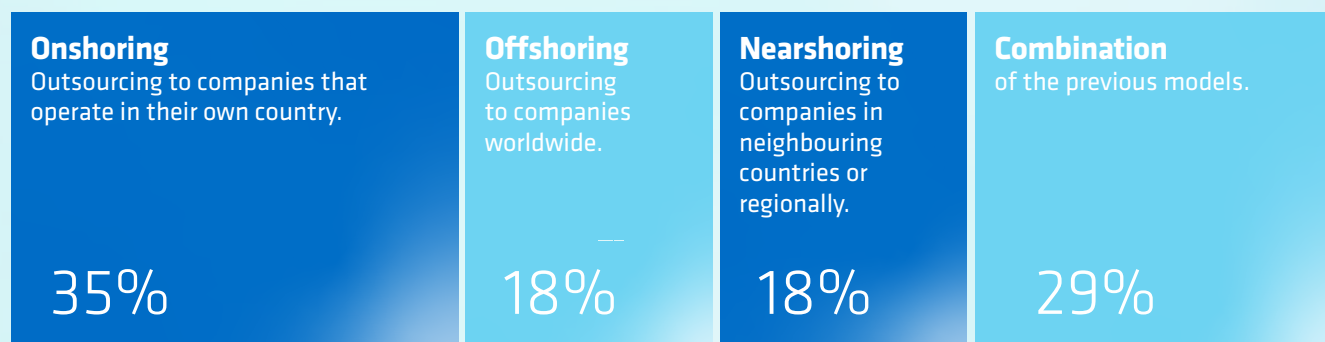
Source: Deloitte Global Outsourcing Survey 2022, PwC Managed Services Study 2023

SMART SHORING IS ON THE RISE

Smart shoring is already widespread, especially in Western Europe.

89% of the companies surveyed in Western Europe have opted for IT outsourcing.

Almost **a third** favours a combination of on-, off- and/or nearshoring.



Note: Western European companies with over 500 employees (n=133); Source: Comarch/IDC

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