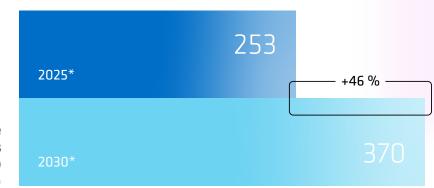
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# SECURING COMPETITIVENESS WITH MANAGED SERVICES

### THE POTENTIAL OF MANAGED SERVICES

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



Global market volume for managed services (in billions of CHF)

### 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.

What will be the most important challenges for your business in 2025?

Source: IT Reseller

Margin pressure

41.9 %

Customer-driven cost pressure

39.5 %

Finding qualified talent in the job market

37.2 %

<sup>\*</sup>Forecast; source: Mordor Intelligence (2024)

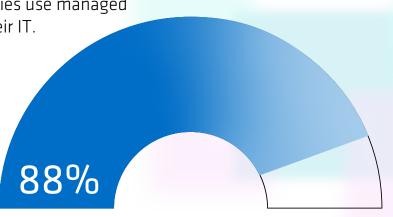
## IN SWITZERLAND MOSTLY A TEMPORARY SOLUTION

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.

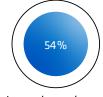
#### Top 5 reasons why global companies use managed services



Acceleration of technology development & digital transformation



Access to new functions or opportunities



Increasing and more complex cybersecurity threats



Change in business strategy & business model



General cost reduction necessary

### **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.

Onshoring Outsourcing to companies that operate in their own country.	Offshoring Outsourcing to companies worldwide.	Nearshoring Outsourcing to companies in neighbouring countries or regionally.	Combination of the previous models.
35%	18%	18%	29%

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

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