



# Impact of Digital on IT Services in the CPG Sector: 2019

Market Analysis  
Report Abstract

June 2019

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56 pages

June 2019  
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## Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in CPG Sector: 2019" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the CPG sector
- Vendor marketing, sales and business managers developing strategies to target IT services (ITS) opportunities within the CPG sector
- Financial analysts and investors specializing in the IT services and BPS sector

## Scope of the Report

The report is based on interviews with executives in the CPG sector in the U.S., U.K., Continental Europe, and Asia Pacific.

The report analyzes the worldwide market for IT services within the CPG sector and addresses the following questions:

- What are the principal business priorities faced by organizations in the CPG sector?
- What IT initiatives are planned by organizations in the CPG sector?
- How relevant are digital initiatives to organizations in the CPG sector?
- What digital initiatives are planned by organizations in the CPG sector?
- What business areas are targeted for digital initiatives by organizations in the CPG sector?
- What digital technologies are planned to be introduced by organizations in the CPG sector?
- What are the key selection criteria used by organizations in the CPG sector to select suppliers to implement digital initiatives?
- What shifts in sourcing approach are expected by executives in the CPG sector over the next three years?
- How do companies in the CPG sector expect their spend on ITS services to change over the next three years?



## Key Issues & Highlights

The key business priorities for CPG companies are largely operational rather than administrative in nature. While CPG companies are looking to streamline their administrative processes by improving workforce productivity, the two major business priorities identified unprompted by CPG companies were:

- Improving speed to market through improved efficiency of production, supply chain, and logistics
- Improving market share through transformed product offerings and improved sales forecasting.

Accordingly, CPG companies are:

- Identifying and pursuing digital initiatives to transform order management and predictive maintenance
- Adopting DevOps and digitalizing applications landscapes to accelerate new application time to market
- Increasing their spend on cloud infrastructure.

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6.	Changes in Spend

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## Report Length

56 pages, consisting of 6 chapters

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