Impact of Digital on IT Services in the Travel and Transport Sector: 2020

Market Analysis
Report Abstract

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Who Is This Report For?

NelsonHall's "Impact of Digital on IT Services in Travel and Transport Sector: 2020" report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Travel and Transport sector

- Vendor marketing, sales and business managers developing strategies to target IT services (ITS) opportunities within the Travel and Transport 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 Travel and Transport sector in the U.S., U.K., Continental Europe, and Asia Pacific.

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

- What are the principal business priorities faced by organizations in the Travel and Transport sector?

- What IT initiatives are planned by organizations in the Travel and Transport sector?

- How relevant are digital initiatives to organizations in the Travel and Transport sector?

- What digital initiatives are planned by organizations in the Travel and Transport sector?

- What business areas are targeted for digital initiatives by organizations in the Travel and Transport sector?

- What digital technologies are planned to be introduced by organizations in the Travel and Transport sector?

- What are the key selection criteria used by organizations in the Travel and Transport sector to select suppliers to implement digital initiatives?

- What shifts in sourcing approach are expected by executives in the Travel and Transport sector over the next three years?

- How do companies in the Travel and Transport sector expect their spend on ITS services to change over the next three years?

Key Issues & Highlights

Travel and transport organizations are placing a primary focus on growing market share while improving profitability. This is, in part, achieved through leveraging digital to better align operations and customer demand. Two primary business priorities to do this, identified unprompted by travel and transport companies were:

- Improving customer experience and growing market share through expanded digital offerings

- Improve profitability by reducing costs and increasing return on assets.

Accordingly, travel and transport companies are:

- Implementing digital capabilities to improve demand forecasting and pricing optimization

- Expanding the use of analytics to gain a better understanding of customer needs and how to tailor marketing campaigns to maximize effectiveness

- Migrating a larger proportion of the IT landscape to cloud environments and SaaS-based applications and consolidating legacy applications to reduce operating costs.

Contents

Report Length

57 pages, consisting of 6 chapters

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