What will the future be like?
ICT Market Outlook

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IDC Overview

- IDC is the **premier independent global market intelligence**, events, and advisory firm for information technology, telecommunications, and consumer technology markets (ICT)
- More than **1,200 IDC analysts**, including in-house statisticians and economists, provide global, regional, and local expertise on technology and industry opportunities and trends in over **110 countries**
- IDC has been delivering IT intelligence, industry analysis, market data, and strategic guidance since its 1964 founding by Patrick McGovern
- Our multilingual, multicultural workforce surveys over **360,000** technology users and decision makers annually, delivering unrivaled coverage
- IDC is a subsidiary of IDG, the world's leading technology media, events and research company

IDC Analysts Present in Over 50 Countries

- IDC analyzes the future of IT, telecommunications, and consumer technology markets worldwide, with analysts in over 50 countries and regional research hubs in: *Framingham, Massachusetts; Miami; London; Prague; Dubai; Singapore;* and *Hong Kong.*

IDC Value: Providing Expertise at Every Stage of Your Business Planning

Market Intelligence Services

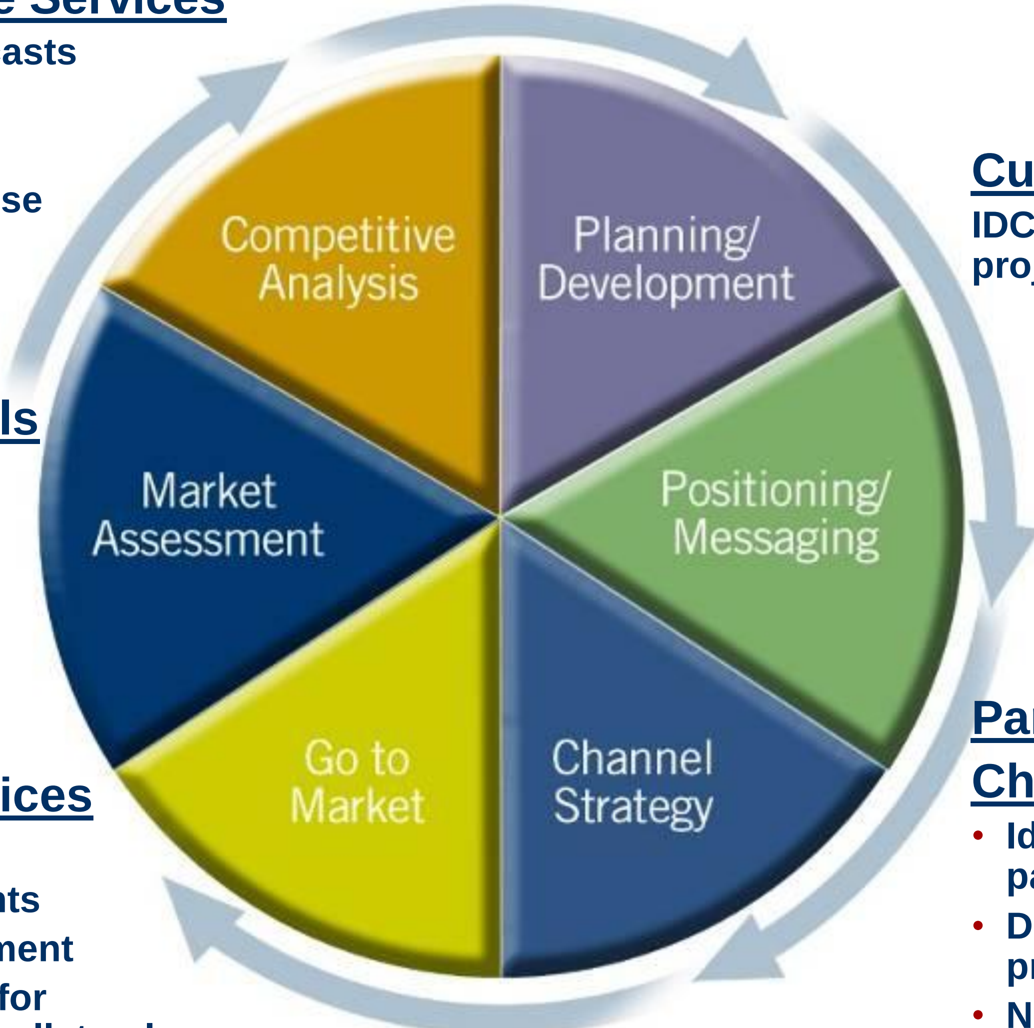
- Market size and forecasts
- Market trends
- Vendor performance
- Direct analyst expertise
- Competitive analysis

Data Tracking Tools

Electronic tools to track market data and deals frequently

Go-to-Market Services

- Lead generation
- Speaking engagements
- Sales cycle advancement
- Independent content for marketing and sales collateral



Custom Consulting

IDC can help with custom projects in any stage

Partnering and Channel Offerings

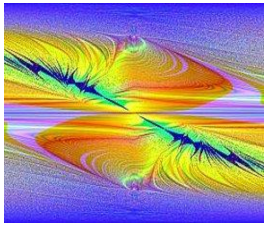
- Identify key players to partner with
- Develop partner programs
- New channel strategies
- New delivery models

Agenda

IDC Analyze the Future

The Economic Implosion & ICT Budget Fallout

Implications for CIOs/IT Managers

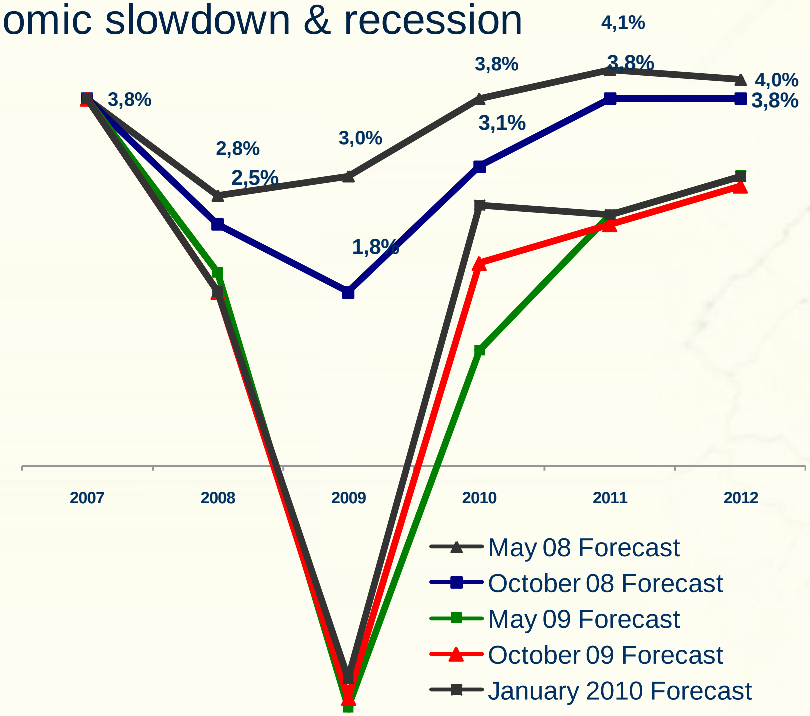


Accelerated Transformations

An Economic Shock

Impact of WW Economic Crisis:

- Credit tightening / crunch
- Lower market & business confidence
- Spending cuts across most sectors => increasing unemployment
- Lower confidence and declining international trade > lower GDP growth
- Economic slowdown & recession



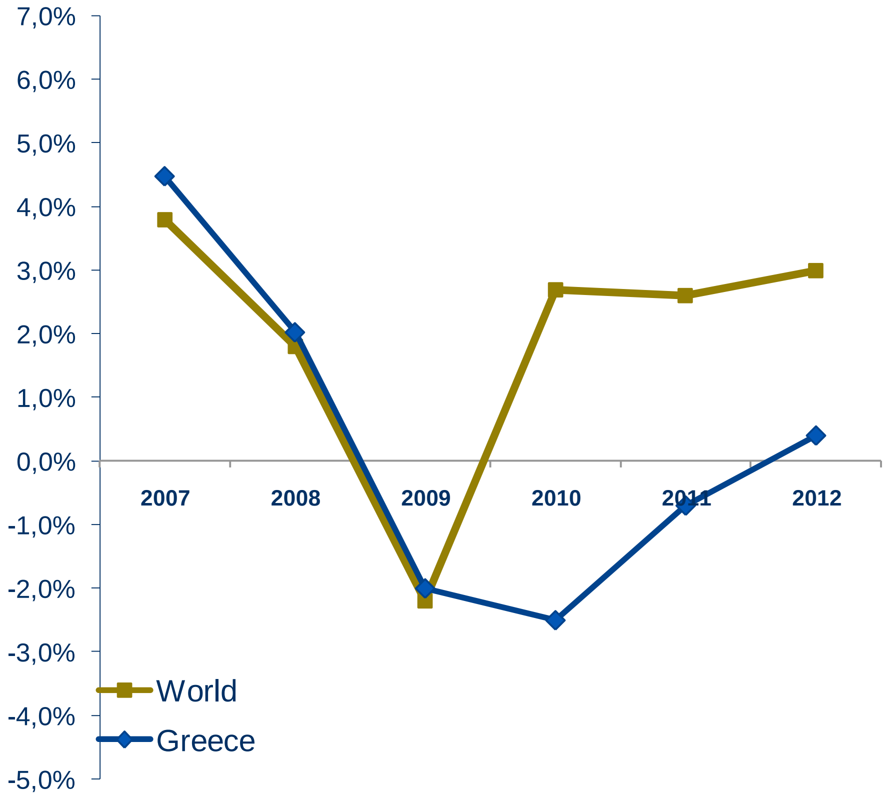
World Wide GDP Growth

Source: IMF, EIU

Greek Reality

- Negative economic climate, large deficit and financial measures affecting GDP growth and recovery
- Increased unemployment rate
- Loans approved by the banks have decreased dramatically
- Tourism, falling FDI push Greece into recession
- Large Construction sector and its supplier network have seen a decline in sales

- EU funding, e-Government and other stimulus efforts may help kick-start economy

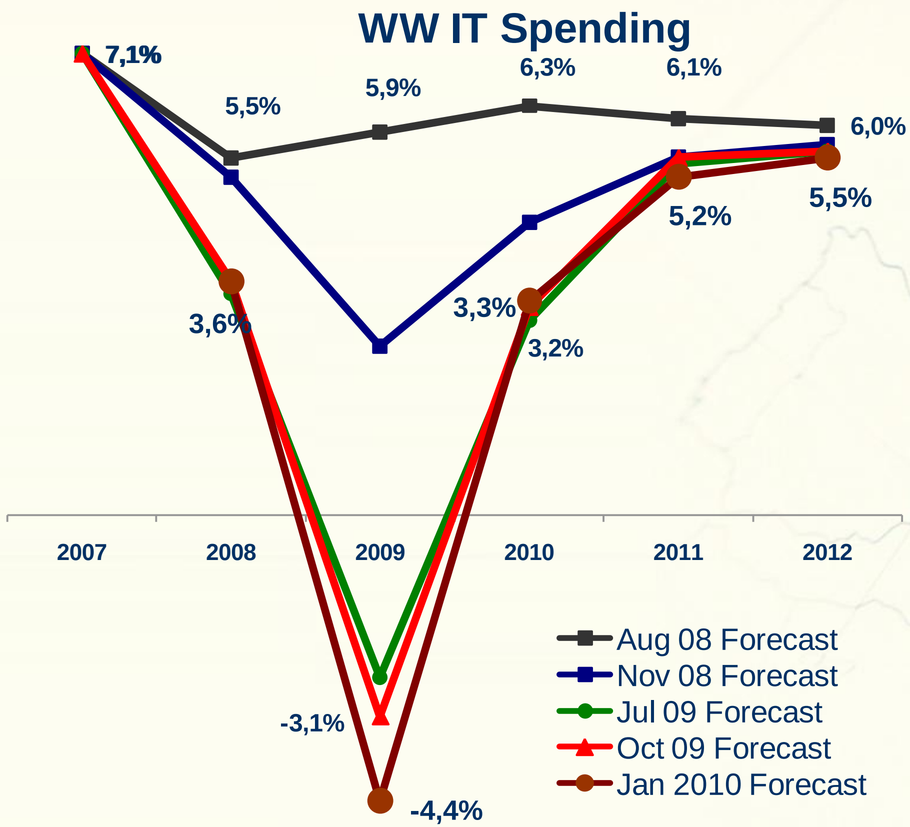


Source: EIU, Jan 2010

Where We Stand with IT

Impact of Economic Crisis:

- Major downturn in hardware segments, limited resiliency in software & services
- Some key differences according to region

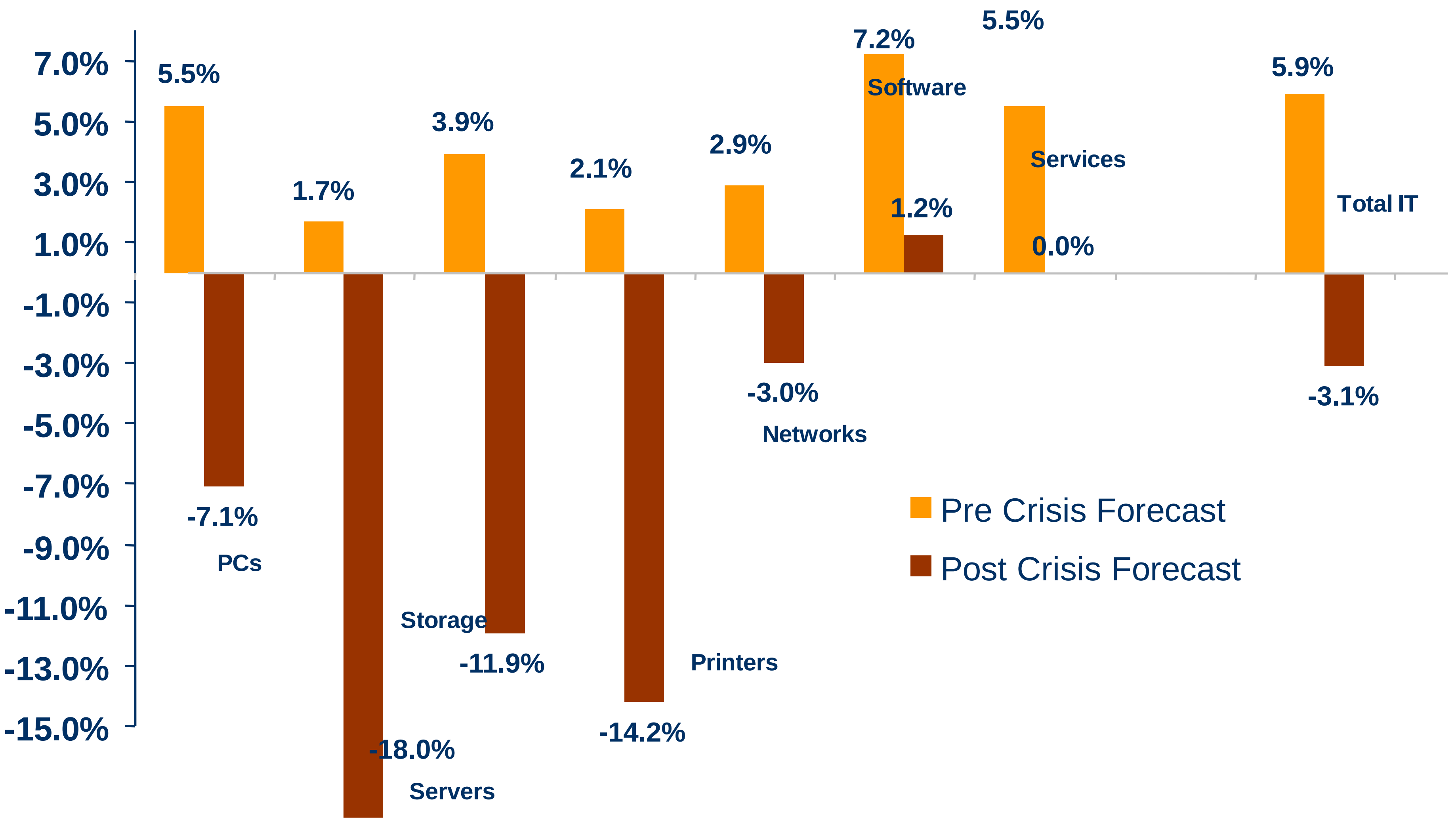


IT Spending Growth

Source: IDC 2008, 2009 Worldwide Black Books

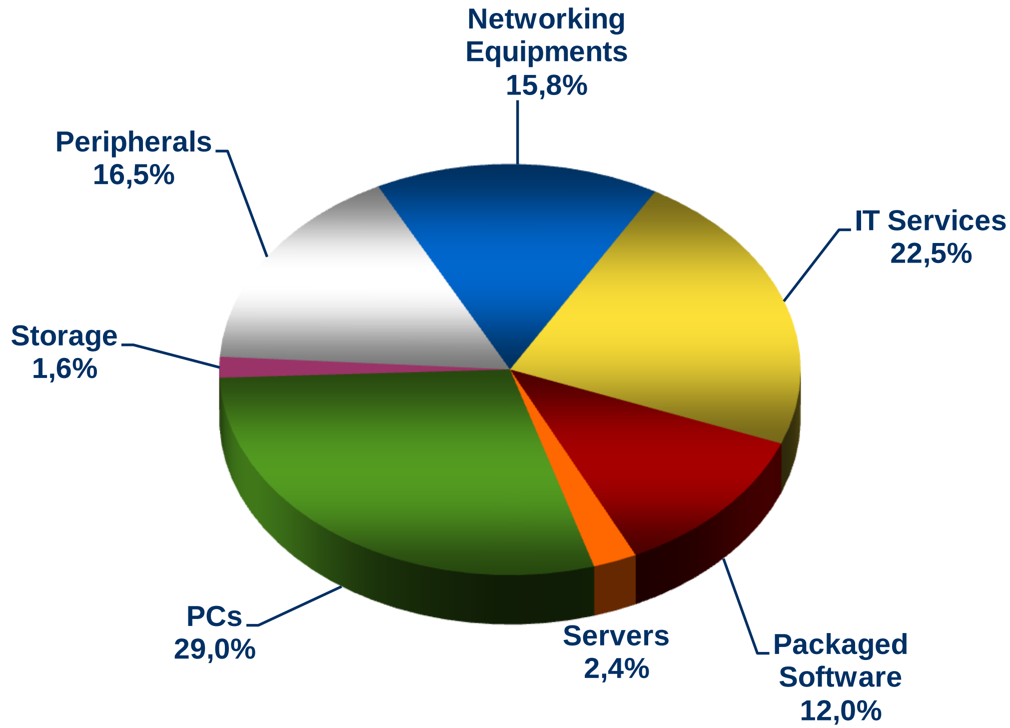
The New IT Market Outlook

2009 Worldwide IT Spending YoY Growth



Source: IDC 2009 Worldwide Black Book

Overview of Greek IT Market, 2009



HW equipment (including PCs, Servers, Storage, Peripherals and Networking) accounted for 65.5% of total IT spending, while Svcs for 22.5% in 2009.

Source: IDC, 2010

The New Greek IT Market Outlook

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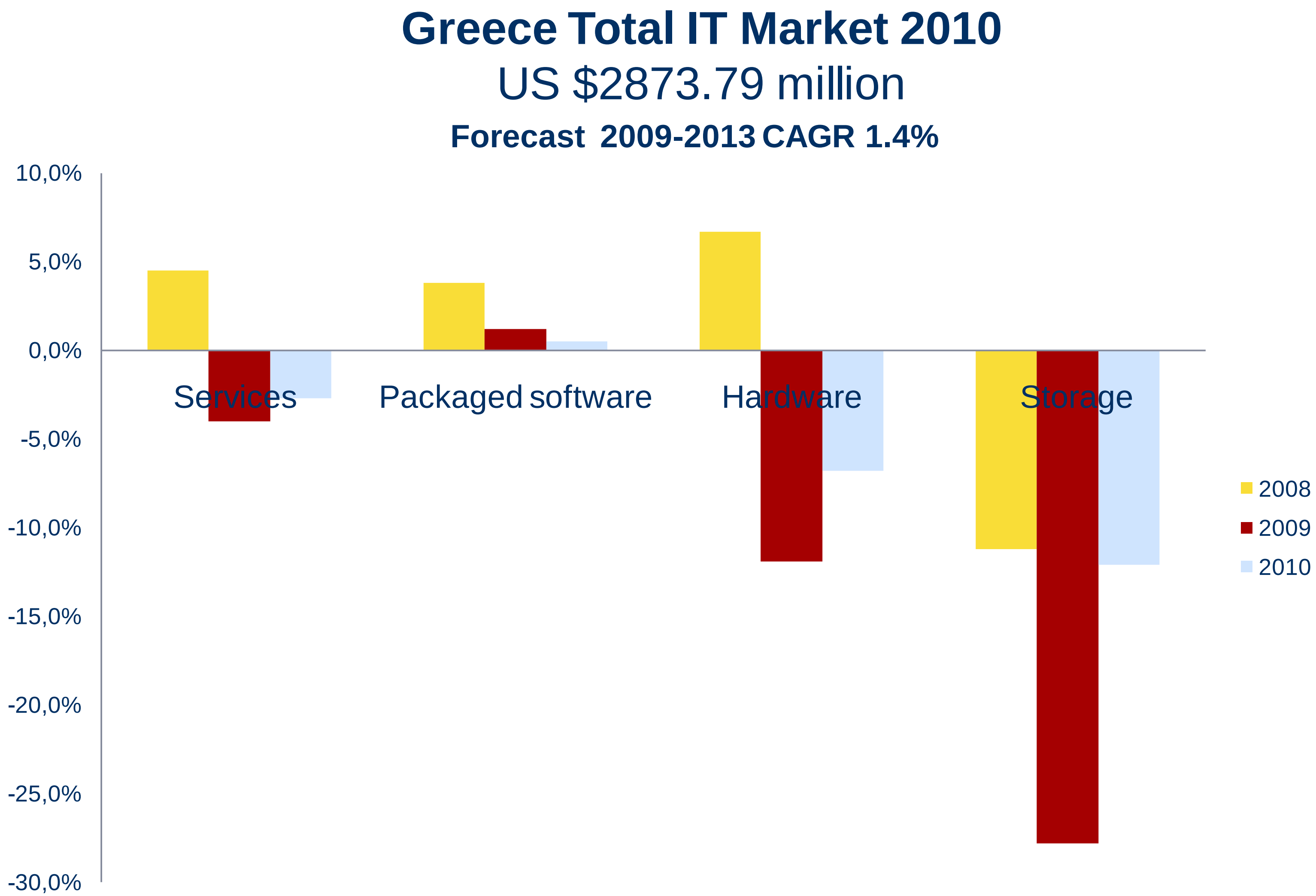
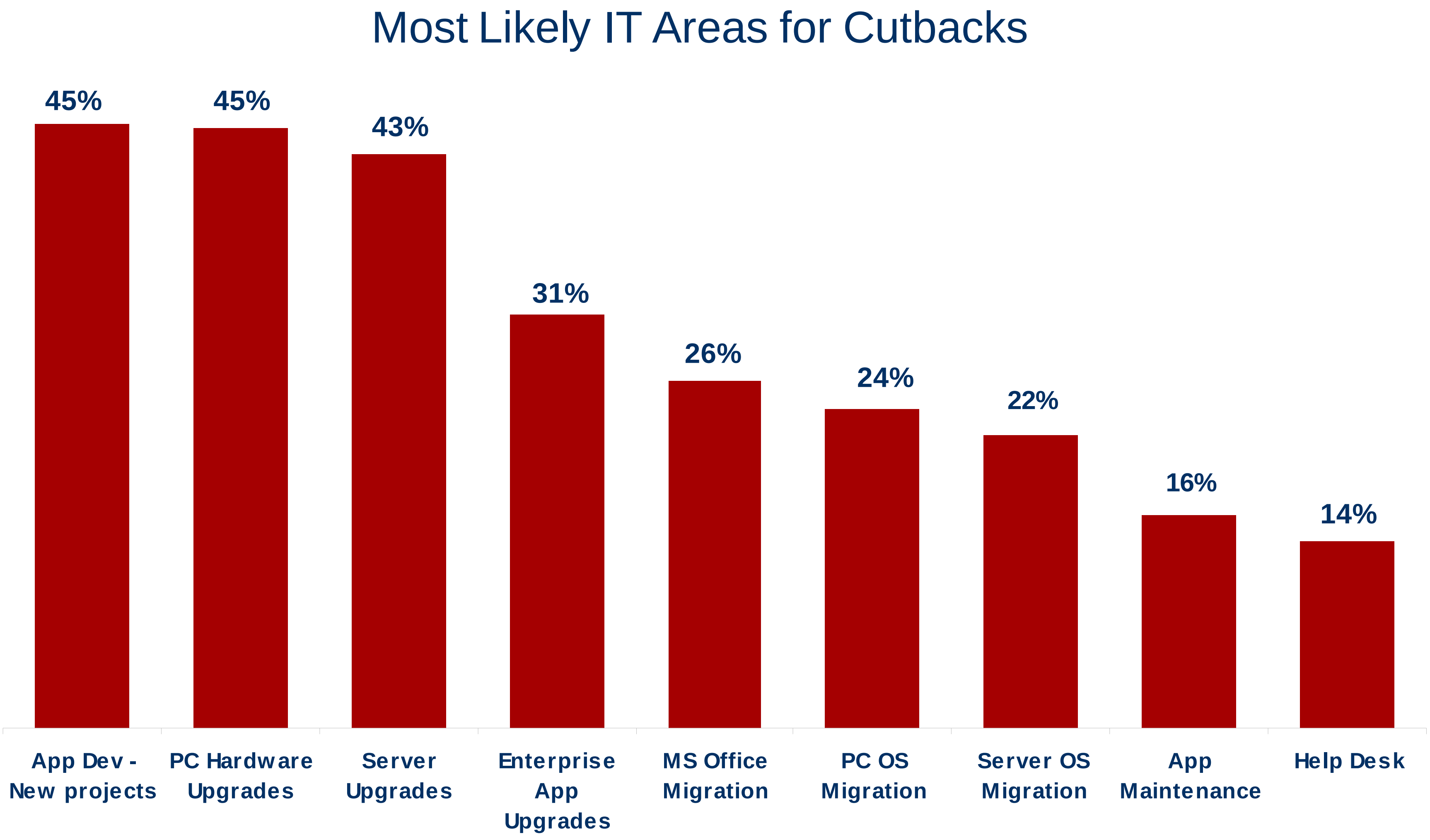


What Areas Are Vulnerable?



N = US =286, International =97

What crisis? Accelerated trends

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WW Growth from 2008-2012

Challenges:

Dealing with Information Explosion

Protecting Digital Assets

Data Center Efficiency

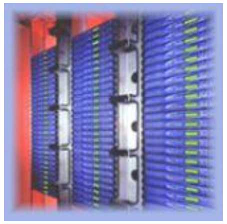
Managing Company Performance

8.4X

5.1X

3.6X

3.0X



1.9X

1.1X

IT Staff (000) (M)	Servers (M)	Mobile Internet Users (M)	Non Traditional Devices (M)	Information (EB)	User Interactions (num per day)

The New Normal

Challenges

Lower IT investment budgets
Just-in-time IT spending
Pressing new requirements

Reactions

IT Equipment
Stretch lifecycles
Improved utilization
Used equipment

IT Software
Highly selective buys
One-year payback
Open source software

IT Services
Maintain reliability
Improve efficiency
Even more outsourcing

Strategies

Cost and funding management

Sourcing and platform strategies

Equipment leasing and software financing

Life-cycle management

IT financial management tools

Top 3 Business Initiatives by Vertical Market Europe 2009

Priority	#1	#2	#3
Financial Services	IT Organization responsiveness & efficiency improvement	Sensitive data privacy/ payment transaction protection	Customer care/ customer service enhancement
Manufacturing	Sales productivity/ performance improvement	Customer care/ customer service enhancement	Sensitive data privacy/ payment transaction protection
Healthcare	Sensitive data privacy/ payment transaction protection	IT Organization responsiveness & efficiency improvement	Customer care/ customer service enhancement
Telecom/Media	Customer care/ customer service enhancement	IT Organization responsiveness & efficiency improvement	Sensitive data privacy/ payment transaction protection
Transport	Sensitive data privacy/ payment transaction protection	Customer care/ customer service enhancement	Business performance monitoring
Utilities	Sensitive data privacy/ payment transaction protection	Efficiency sourcing & procurement	Business performance monitoring
Retail/Wholesale	Customer care/ customer service enhancement	Sensitive data privacy/ payment transaction protection	Sales productivity/ performance improvement
Business Services	Customer care/ customer service enhancement	IT Organization responsiveness & efficiency improvement	Sensitive data privacy/ payment transaction protection
Government	Customer care/ customer service enhancement	IT Organization responsiveness & efficiency improvement	Sensitive data privacy/ payment transaction protection

Source: IDC European Vertical Markets Survey, 2009; N = 1898

IT Solution Priorities by Vertical Market

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Public Sector

Central Government
- Case/Workflow Mgmt
- Budgeting
- Record/Document Mgmt
- GIS/Cartography

Local Government
- Record/Document Mgmt
- Waste & Env't Mgmt
- GIS/Cartography
- Citizen Smart Cards/Electronic ID

Healthcare
- Personal Health Records
- Patient Mgmt & Accounting Sys
- Healthcare Portals
- Medical Imaging/PACS

Transport Telecoms Media Utilities

Transport
- Logistics/Freight Mgmt Sys.
- Fleet Mgmt/Vehicle Tracking
- Asset Mgmt & MRO

Telecoms
- Packet IP Operational Services
- Voice/Data Portals
- Dealer Mgmt

Media
- Airtime Sales
- DRM
- Resource Mgmt

Utilities
- Health, Safety & Env't
- ETRM
- Plant Operations

Manufacturing & Distribution

Manufacturing
- Production Scheduling
- Quality Management
- Inventory Planning & Optimization
- Sales & Operations Planning

Retail/Wholesale
- Inventory/ Warehouse Management
- Sourcing, Order Management
- Merchandise Management

Financial & Professional Services

Banking
- Core Banking
- ATMs and Kiosks
- Branch Automation
- eBanking

Insurance/Other Finance
- Accounting Reporting & Compliance
- Fraud Prevention and Detection
- Operational Risk Management

Professional Services
- Data Protection
- Service Level Mgmt
- Industry-specific SW (CAD, legal SW, …)
- Knowledge Mgmt

Source: IDC European Vertical Markets Survey, April 2009; N = 1898

Vendor Selection Criteria

Enterprises want a mix of **technical capability** and **vertical insight**

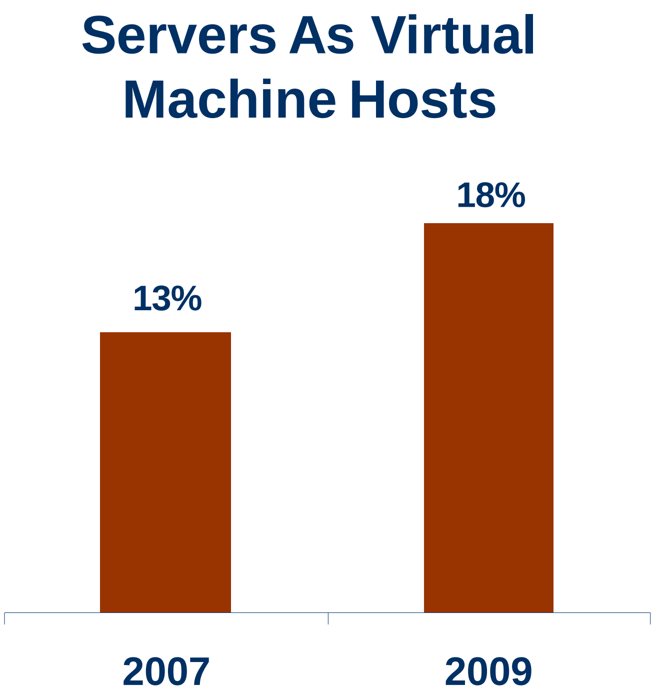
They want **financially stable** partners who employ **great people**

However, they also want their vendors to offer a **good price and value for money**

An existing relationship does not cut the mustard on its own

***Q.** How important are the criteria below for selecting an external IT service provider (5 is highest and 1 is lowest)*

The Network Center Will Consolidate



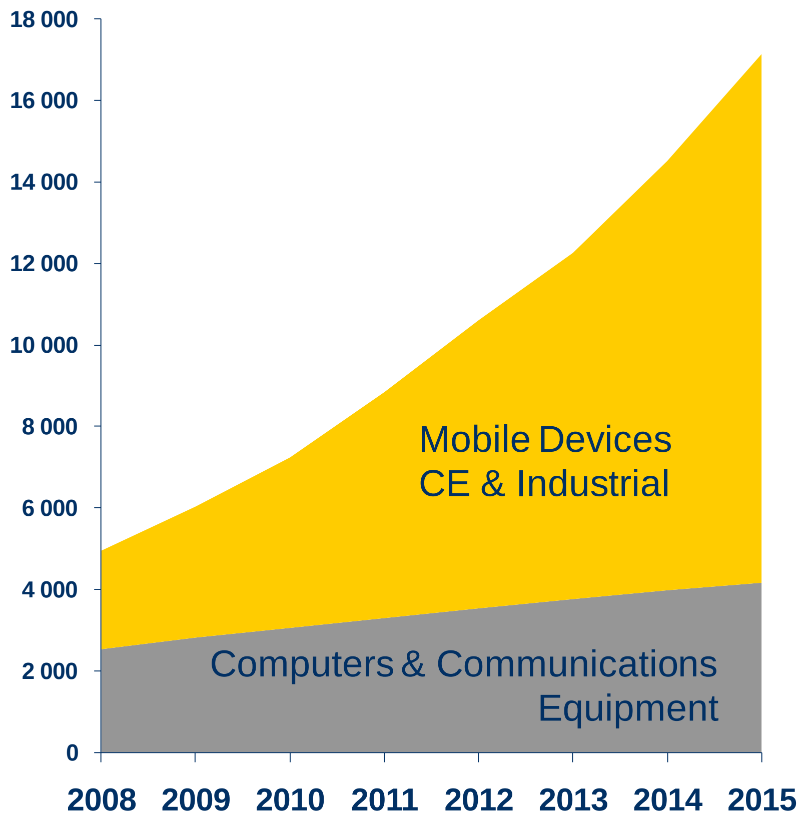
8.8 million virtual servers vs. 9 million physical servers ship in 2009

- Virtualization and data center consolidation will continue
- Network and availability investments will increase
- Management overhead will increase
- *IT skills and organization will need to evolve to support a service-oriented infrastructure*

Source: IDC WW Server Tracker, 2009

The Network Edge Will Expand

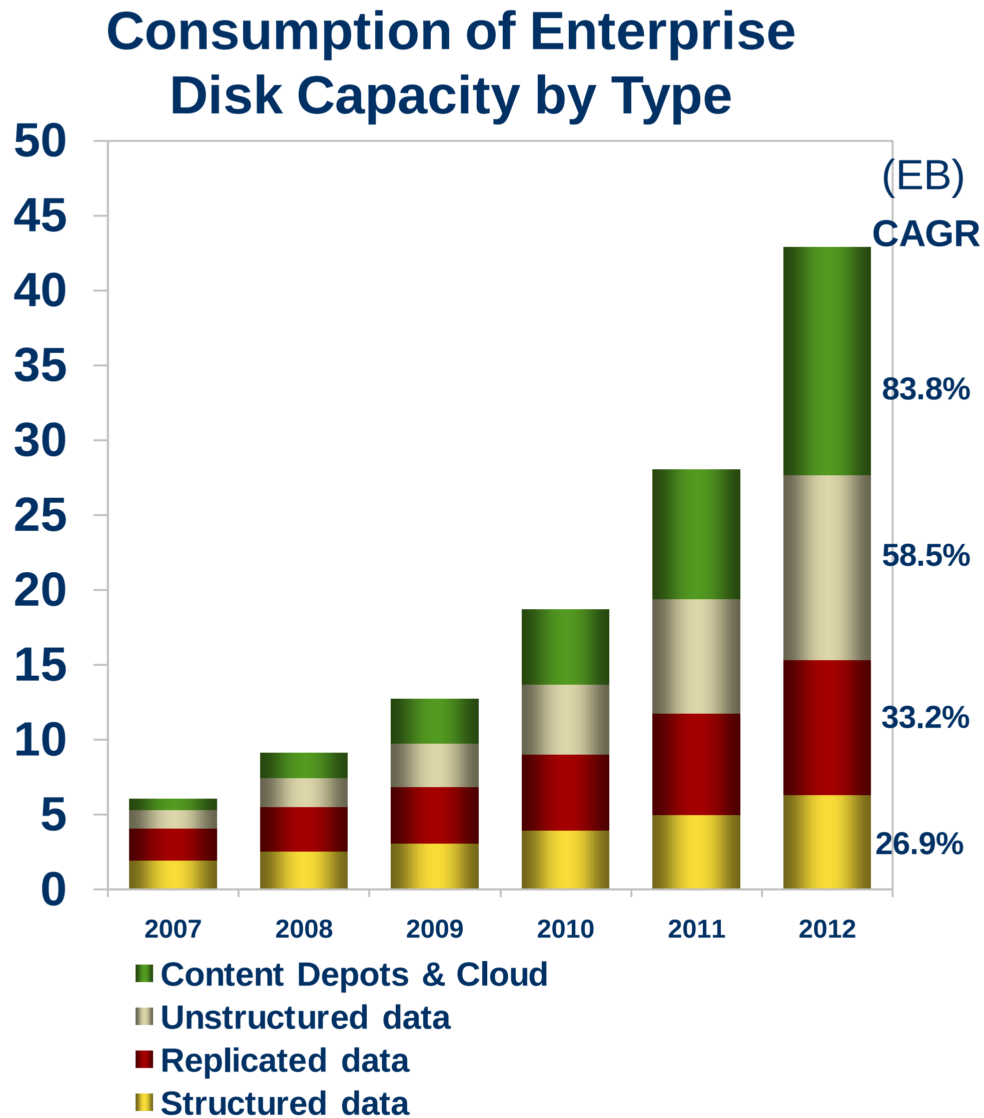
Millions of Communicating Devices WW*



* Excludes voice- and SMS-only phones

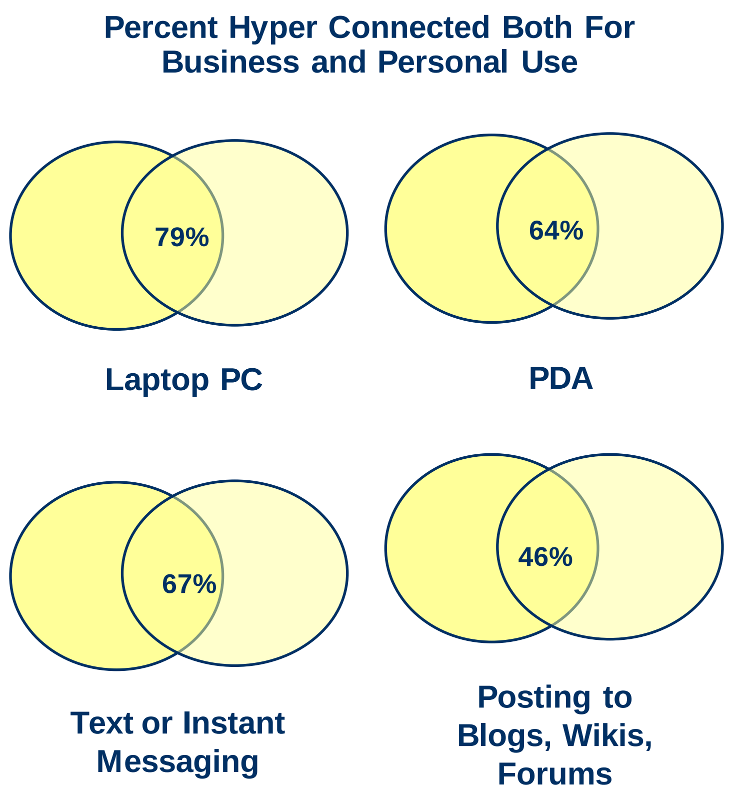
- Enterprise bandwidth demands will explode
- Device support and asset management demands will explode
- Data center architectures will have to change
- *Operational systems will drive new service level requirements*

Enterprise Information Will Explode



- New storage, information management, content management will be needed
- New levels of security and privacy will be needed
- New tools for search and discovery, including video, voice will be needed
- *New relationship with business units will be needed – on policy, classification, data ownership*

Web 2.0 Will Create Problems



- Enterprise-to-customer contacts will grow by an order of magnitude
- Interactivity and mobility will blur work and personal boundaries
- New client access tools will fragment customer relationships
- Web 2.0 will drive
  - Operational fragmentation
  - Customer confusion
  - Organizational issues
- *Web 2.0 also will drive new policy needs – with IT in the middle*

IT Will Have To Reorganize

Client Contact

Mixed Outsourcing

Business Process Responsibility

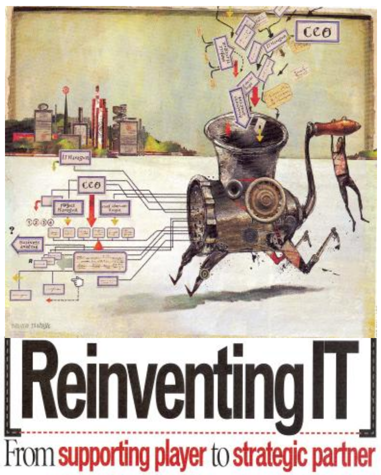
Usage-Based Charges

Embedded IT

IT Marketing

New Staff/ Org

Virtual Teams



Job Rotation

Business Objectives

Capital Spending Visibility

Six Sigma Process Management

New Reporting Structure

- Infrastructure money will come from consolidation
- New project money will come from business payback
- IT performance will be tied to business performance
- *IT and business department boundaries will become porous*

Essential Guidance

- Economic environment will remain challenging – productivity gains important everywhere – IT will play a key role here
- Focus on opportunities to translate opex savings into investment through improved asset utilization
- Explore new delivery and business models increasingly available
- Strong IT initiatives in tough times will build market share
- Get the business units in the lifeboat