STKI 25th Israeli IT Market Study Summit 2017

Dr Jimmy Schwarzkopf
jimmy@stki.info
097907000 0547000020

STKI Copyright@2017

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

STKI Research Manager: Dr. Jimmy Schwarzkopf

- Dr. Schwarzkopf has worked during the last 40 years in all areas of Computer Information Services:
  - As an Industry Analyst at META Group (Israeli Research Manager) and was named a META Group Research Fellow.
  - As an academic researcher in Entrepreneurship Sciences; has published and presented in the Academy of Management and Babson Conferences and Editorial Board Member of the academic journal "International Journal of Opportunity, Growth and Value Creation".
  - As a consultant in Arthur Andersen Consulting (USA), Booz Allen (USA) and Kesselman & Kesselman. As a systems professional in SCS Computers and the R&D Unit of the Israel Defense Forces.
  - As a sales and marketing professional in Digital Equipment Corporation.
  - Teaching in the MIS department / TelAviv Yafo Academic College and the Computer School of the IDF.
  - Entrepreneur founding three companies in the IT arena: STKI, store and forward mail and office information systems.
- Dr. Schwarzkopf served on the Board of Directors of Ashot Ashkelon Industries, served as President of the Gymnazia Herzelia Association, Co-founder of the Mashov Political Movement and was a member of the Central Committee of the Labor Party. Major (Rav-Seren) in the reserves, Israel Defense Forces (where he served in an elite unit and later in the R&D unit). Registered Engineer (IS22881), member of MENSA Israel.
- Dr. Schwarzkopf received BSE and MSE degrees (Systems Engineering) from the University of Central Florida. Received an MSIA (Management Information Systems) and ABD (unfinished PhD Program) in Systems Science (received (twice) the William Larimer Mellon Scholarship/Award) from Carnegie Mellon University. His doctorate (DM-Management/ Entrepreneurship) he received from Case Western Reserve University.

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

STKI's goal is to help our clients make the right choices in the strategic and financial management of their information technology systems.

Founded in 1992, STKI is the leading market research and strategic analyst firm in Israel, covering the IT infrastructures, IT applications and IT services industry .
Over 25 years of experience in the IT analyst sector and thousands of annual face-to-face interviews with key industry participants have enabled us to establish solid, long-standing relationships with our customers.
Our customers include major IT organizations (government, financial institutions, telecoms, manufacturing, medical, education, etc.) and IT suppliers/vendors (infrastructure and software suppliers, consulting and professional services firms).
STKI works closely with vendor senior management (strategy, business development, and marketing).

Where end users are concerned, STKI meets with CEOs, CFOs, CMOs, CDOs and CIOs (as with all levels of IT decision making) thereby attaining complete information of technology innovation as well as business transformation.
STKI's mission is to advise and analyze users of information technology as well as their suppliers while conducting original research and providing advisory services regarding all parts of the information system puzzle.

Israel's foremost IT companies have come to rely on STKI's market-proven experience and expertise.

Our services include:

Face-to-face meetings

STKI Analyst House Calls (for both users and vendors)

CIO STKI "Help Desk"

Inquiries

Surveys

Strategic Marketing & Positioning

Round Tables for users

Vendor Discovery Series (Newsletters and workshops)

Vendor Innovation Workshops

In-house Workshops

CIO Annual Bootcamp

CTO Annual Bootcamp

Brainstorming Workshops

STKI Annual Summit

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

What STKI analysts did in 2016:

Budgets
- 250 CIOs
- 16 Industries

Sales
- **420** Vendors
- 106 categories
- X000s products/services

Technology
- Trends in Israel
- Trends in World

Unlike some research and advisory firms

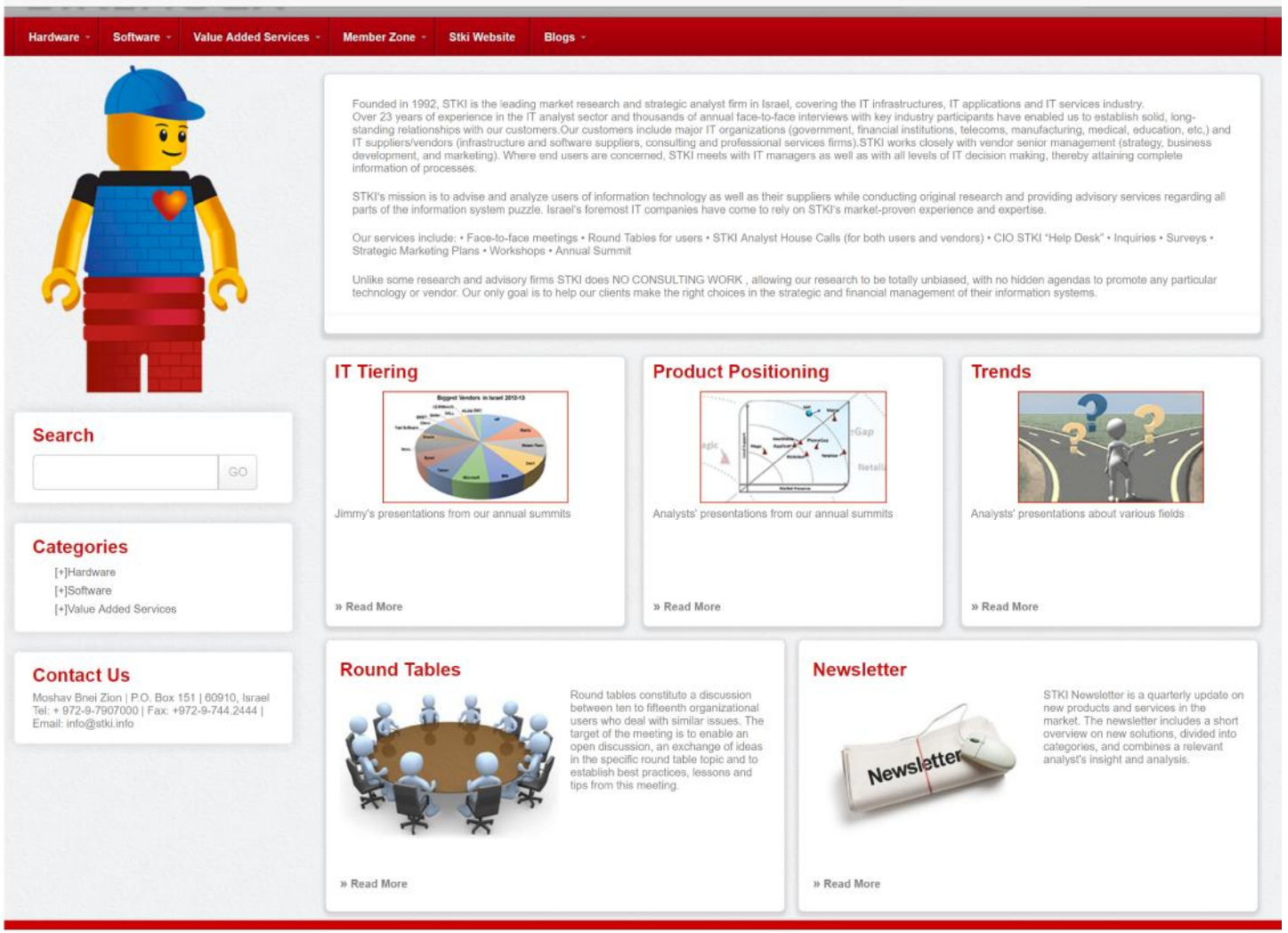
stki.info

does no consulting work ,
allowing our research to be **totally unbiased, with no hidden agendas to promote** any particular technology or vendor.

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

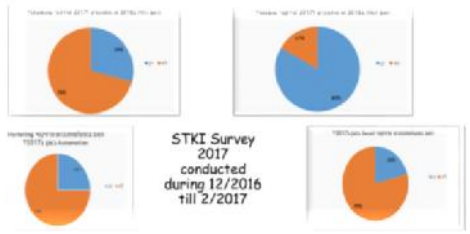
http://index.stki.info/



v2 stki.info

Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

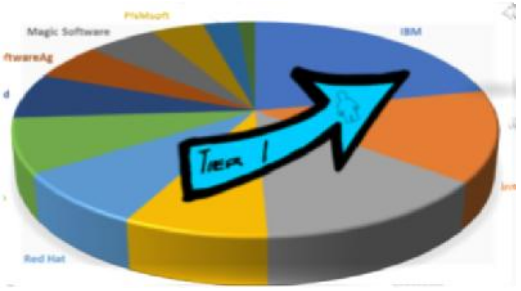
STKI Copyright@2017



STKI Survey 2017 conducted during 12/2016 till 2/2017

	2014		2015		2016		2017		2018		2019
Office Productivity (Office, Calender, Mail etc.)	92,000	-5.43%	87,000	-5.75%	82,000	-4.88%	78,000	-3.85%	75,000	-4.67%	72,000
KM (Enterprise portals, ECM, Search)	76,000	2.32%	77,800	2.60%	79,800	2.53%	81,800	2.47%	83,800	2.41%	85,800
Collaboration (IM,Video,Voice)	18,000	11.11%	20,000	15.00%	23,000	13.04%	26,000	11.54%	29,000	10.34%	32,000
BI, Analytics and Data Mgmt Tools	155,000	3.23%	160,000	3.38%	175,000	8.71%	192,000	6.77%	205,000	5.13%	215,000
Digital Output Management/Customer Communication Management	18,000	5.56%	19,000	2.63%	19,500	5.13%	20,500	7.32%	22,000	4.55%	23,000
	359,000	2.51%	363,800	4.27%	379,300	5.05%	397,300	4.15%	414,800	2.78%	425,800

industry	Budgets 2013	Budgets 2017	% growth
media/content	$100	$175	75.00%
fin other	$190	$265	39.47%
SMB/SME	$300	$400	33.33%
security	$410	$506	23.41%
government	$1,250	$1,530	22.40%
retail	$195	$230	17.95%
education	$230	$270	17.39%
health	$290	$335	15.52%
high tech	$720	$825	14.58%
manuf	$810	$880	8.64%
transport	$305	$325	6.56%
banks	$815	$865	6.13%
IT local vendors	$150	$150	0.00%
insurance	$400	$395	-1.25%
utilities	$285	$235	-17.54%
telecomm	$250	$205	-18.00%



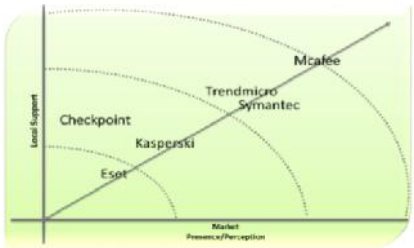
http://index.stki.info/

stki.info

Enterprise IT מבנה ארגוני וקבלת החלטות בתחום סייבר בארגוני

סיכום מנהלים:

- בתחום הסייבר יש להבחין בין "גורם מבקר", "גורם מנחה" ו"גורם מתפעל" (אחראי סייבר).
- הגורם האחראי לטיפול ותפעול נושא הסייבר בארגון הוא ה-CIO ("הגורם המתפעל"). **לא ניתן להפריד בין תפעול ה- IT הכללי לבין תפעול נושא הסייבר.**
- לעיתים, יאציל ה- CIO סמכות (אחריות) לטיפול ותפעול נושא הסייבר למנהל התפעול-תשתית



Per FTE	# operations / # guidance
25 percentile	1.58
Median	2.00
75 percentile	2.75

STKI Research Results:

1. *IT Trends*
2. *Surveys about organizational issues*
3. *Round Table Summaries*
4. *Industry IT Budgets*
5. *IT Market Forecasts by category*
6. *Vendor Tiers by category*
7. *Product Positioning*
8. *Staffing Ratios*

v2
stki.info

Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

v2

stki.info

STKI Summit 2017

Israeli IT Market

Israel: Economic Data

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Israel 24th / 138

Global Competitiveness Index
2016-2017 edition

WORLD ECONOMIC FORUM

Key Indicators, 2015

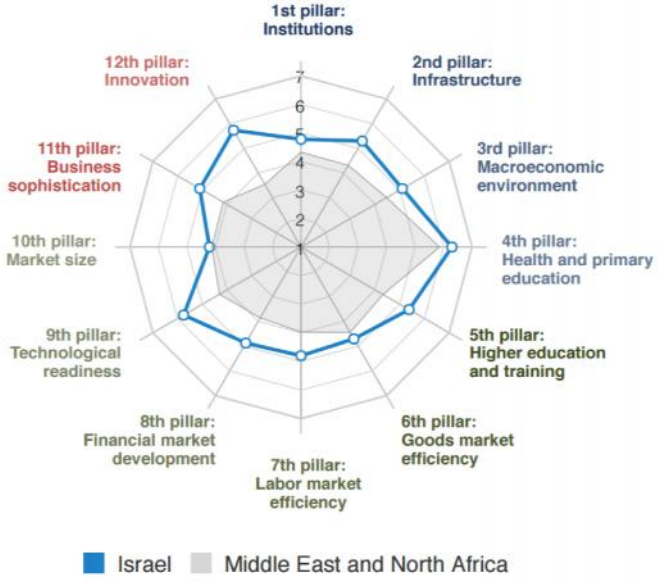
Source: International Monetary Fund; World Economic Outlook Database (April 2016)

Population (millions)	8.4	**GDP per capita** (US$)	35343.3
GDP (US$ billions)	296.1	**GDP (PPP)** % world GDP	0.25

Performance overview

	Rank / 138	Score (1-7)	Trend	Distance from best
Global Competitiveness Index	24	5.2		
Subindex A: Basic requirements	28	5.4		
1st pillar: Institutions	31	4.8		
2nd pillar: Infrastructure	28	5.3		
3rd pillar: Macroeconomic environment	48	5.1		
4th pillar: Health and primary education	28	6.3		
Subindex B: Efficiency enhancers	25	5.0		
5th pillar: Higher education and training	24	5.4		
6th pillar: Goods market efficiency	32	4.7		
7th pillar: Labor market efficiency	21	4.8		
8th pillar: Financial market development	19	4.9		
9th pillar: Technological readiness	22	5.8		
10th pillar: Market size	57	4.2		
Subindex C: Innovation and sophistication factors	8	5.4		
11th pillar: Business sophistication	21	5.1		
12th pillar: Innovation	2	5.7		

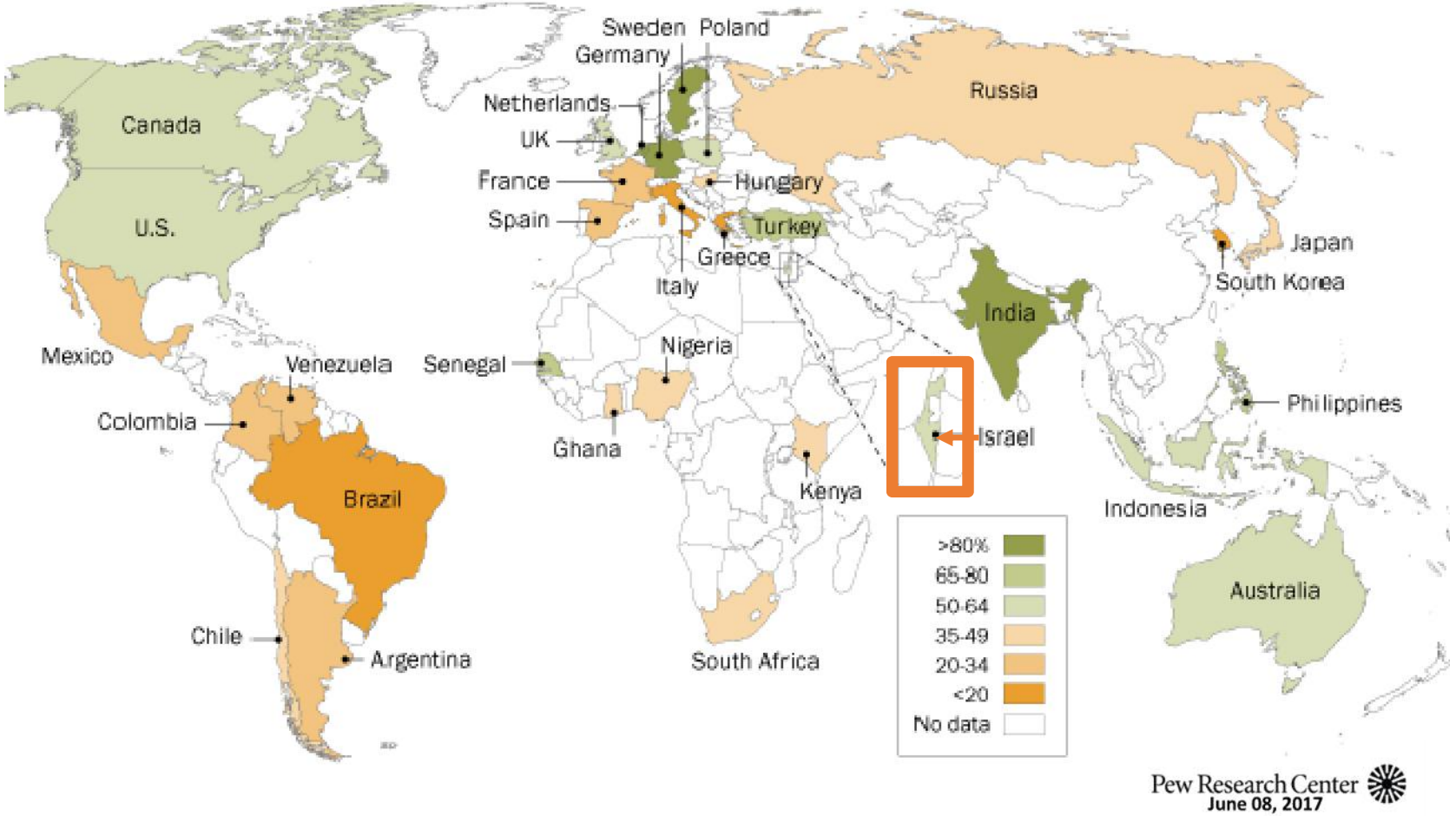
Edition	2012-13	2013-14	2014-15	2015-16	2016-17
Rank	26 / 144	27 / 148	27 / 144	27 / 140	24 / 138
Score	5.0	4.9	4.9	5.0	5.2



v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

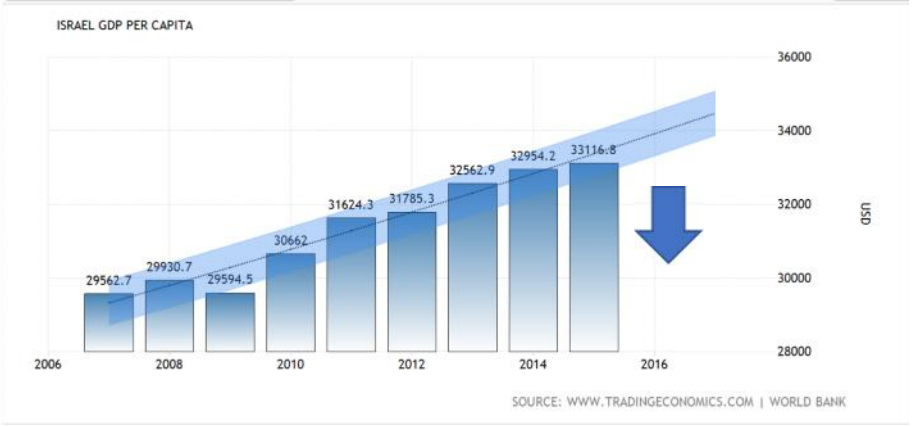
STKI Copyright@2017



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Israel 2017

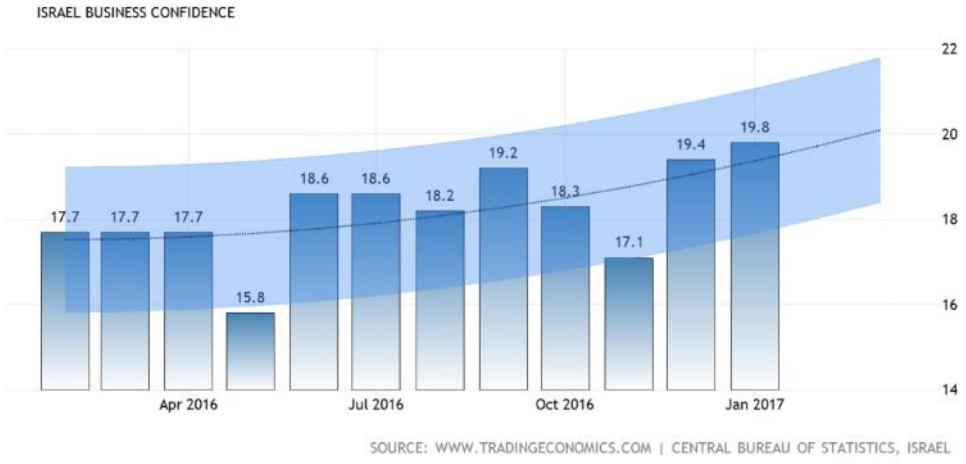


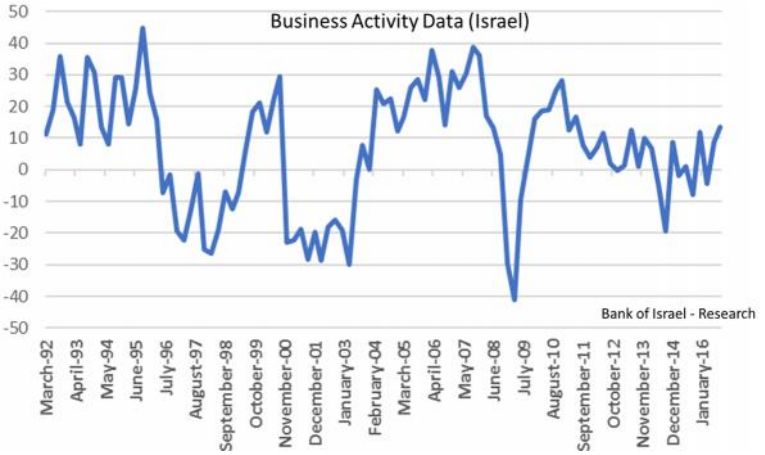
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Israel 2017





v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

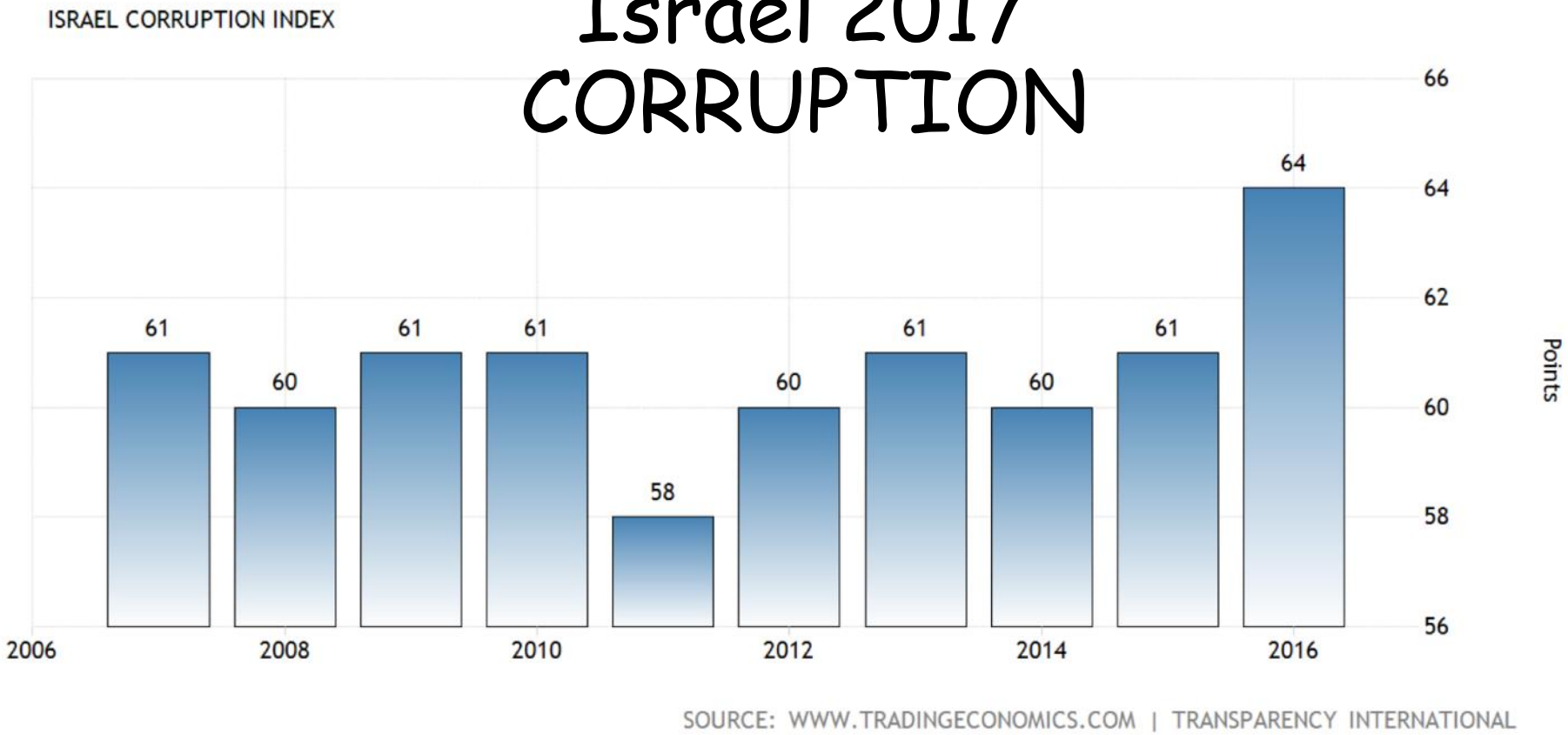
STKI Copyright@2017

Israel 2017 unemployment

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Israel 2017 CORRUPTION



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

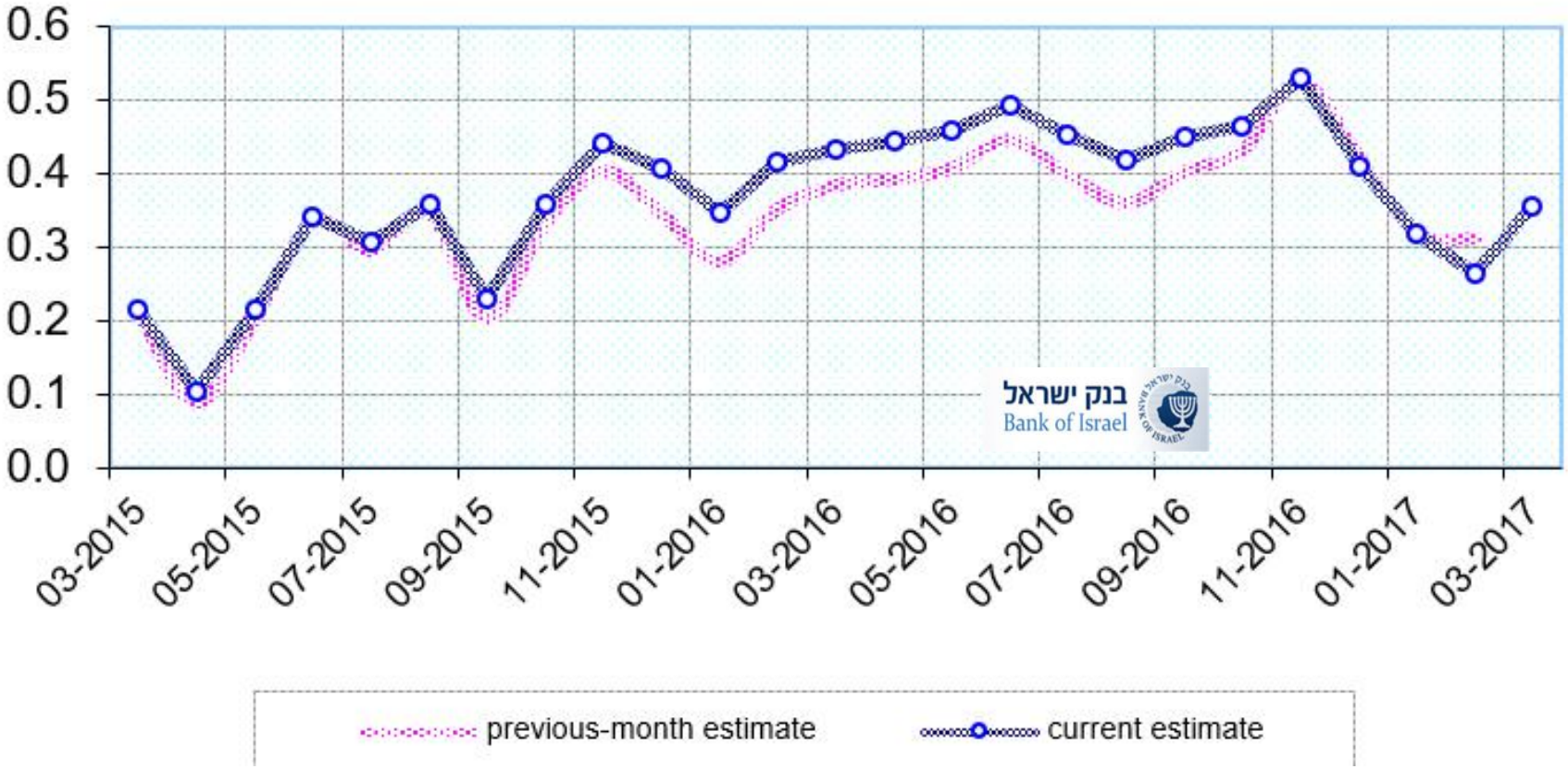
State of the Economy Index

The index is an indicator for examining the ***direction in which real economic activity*** is moving, in ***real time***.
Percent change of the index correlates with ***Israeli IT Market Percent Change***

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

State of the Economy Index (% change*) 03/2015 - 03/2017



*Correlates with % change of the IT Market in Israel

stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

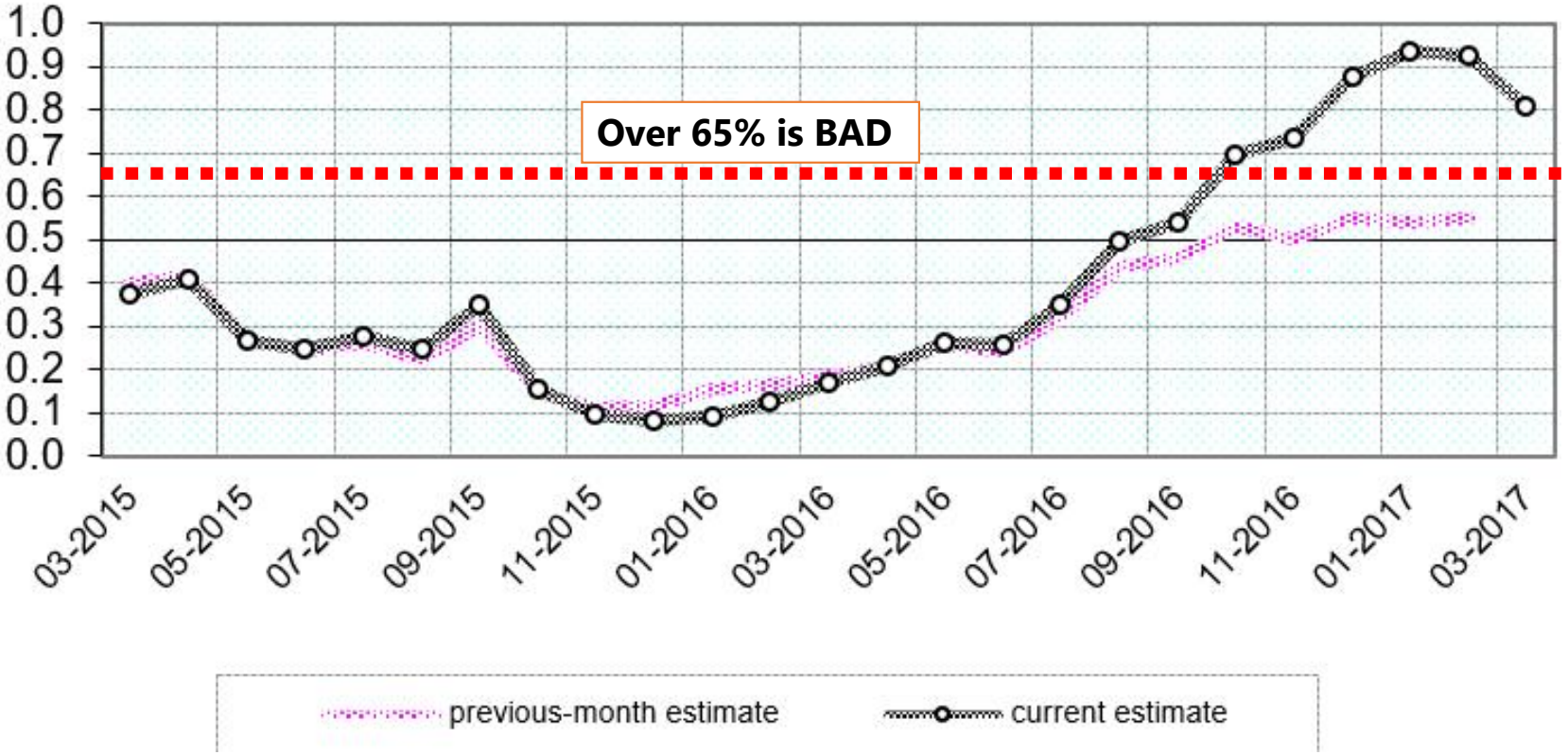
STKI Copyright@2017

State of the Economy Index 2014-2016

(probability of slowdown)

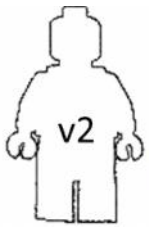
בנק ישראל
Bank of Israel

Probability of slowdown relatively to the long-term growth



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017



stki.info

STKI Summit 2017

Israeli IT Market

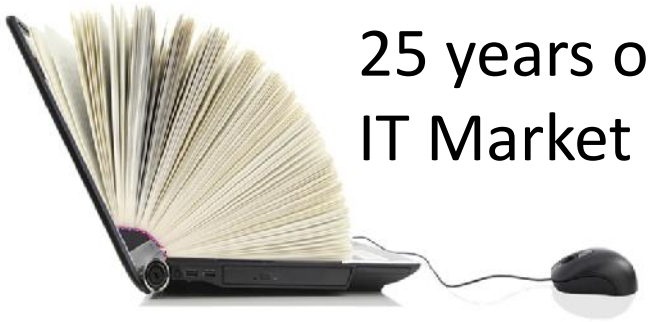
STKI's Methodology

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

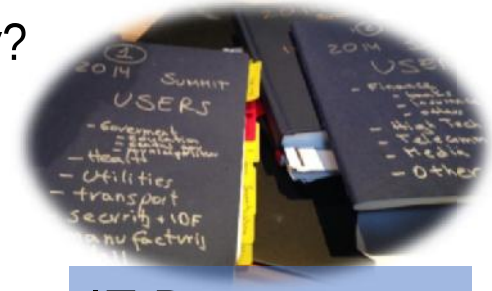
STKI's Methodology

In order to get the "IT Market" (what is bought/sold out there) :



25 years of
IT Market Data

What users bought?
From whom?
Why?



IT Departments

How much did they sell?
To whom?
For how much?
Competitors?

IT Vendors

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

STKI's Methodology

Over 150 categories

HARDWARE	$1,850,200
SOFTWARE	$1,639,000
VALUE ADDED SERVICES	$3,271,500
TOTAL	$6,760,700

HARDWARE

servers X86	Servers/White Boxes
other server architectures	Legacy (non-x86)
	DB/DW other Converged HW or Appliances
clients (commercial use only)	Window PCs (Notebooks, desk,thin)
	Non Windows PC's
	Smartphones /Tablets
storage	Disks (HDD and SSD)
	VTL Backup and other Storage Appliances
	Tape Libraries
networking	Enterprise Networking
	Security / Cyber
	VoIP/Call Center Equipment
Printer	Printers
other	MONITORS, CASSETTES, ETC
Special Purpouse	Data Center Physical Equipment
	POS +Self Service (ATM/Kiosks/other)

SOFTWARE

System Infrastructure	System Software (OS, Middleware Virtualization etc)
	Storage & Backup
	Databases (SQL NOSQL)
	Cloud Brokerage Software private cloud and automation tools
Middleware	AppWEB server, ESB, SOA, BPM, ETL, FTP, Emulation, Messaging, BRMS etc.
IT Mgmt Tools	BSM, ITSM (Asset Management, Service Desk, APM, Monitoring etc)
security software	Access Control \ IDM Systems \authentication
	Antivirus \ endpoint software \ EDR entpoint detection& response
	Deception\honeypots
	Mobile security (MDMMAM)
	other security software
Office of the CIO Tools	Project & Portfolio Management
	EGRC
Development Tools	Development and ALM (including testing tools)
	Mobile Apps Development Platforms including Mobile Testing
Information Management applications	Office Productivity (Office, Calender, Mail etc.)
	KM (Enterprise portals, ECM, Search)
	Collaboration (IM,Video,Voice)
	BI, Analytics and Data Mgmt Tools
	Digital Output Management/Customer Communication Management
Business Applications	ERP
	Vertical (Core Business) Applications
	CRM/XRM
	HR/ Talent Mgmt/ LMS
	Contact Center and Multi channel engagement tools (chat, bots, virtual IVR, Video etc...)
	PLM
	Web Content Management + eCommerce Platforms
	IOT tools and platforms
	Marketing Automation Software

VALUE ADDED SERVICES

"Enterprise" CONSULTING: advice in a particular area not GULGALOT or IMPLEMENTATION	IT Strategy Consulting
	Digital Transformation Consulting
	Big Data Consulting
	IT Infrastructure/Delivery Consulting
	IT Application Consulting
	Cyber/Security Consulting
Hardware Maintenance	Hardware Maintenance
Infrastructure Projects	Consolidation/ Virtualization /Monitoring/ BSM/ Storage/ Hardware/ Data Center Environment/ Networking Projects
	Legacy:Mainframe/AS400/ VMS/etc.
	Software/cloud integration, middleware, SOA, BPM, ALM, Testing tools implementation
	Cyber security product implementation
	Unified Communication (IM, Video, Voice)
	PaaS and IaaS implementation & maintenance
Project Management Managed Services (with SLA)	Office of the CIO/ PMO
	ALM QA & Testing
Business Applications Implementation	ERP
	CRM-XRM
	Contact Center and Multi channel engagement tools
	HR & Talent Mng
	Knowledge Management (ECM, Portals)
	.NET based without web
	java based without web
	development (other technologies) without web
	Web & eCommerce
	Web Accessibility
	Mobile
	UX Design
	Data, BI, Analytics
	Marketing Automation
	Core Modernization
	Core Vertical Package Implementation
	Digital Output Management/Customer Communication Management
	Migrations
	SaaS implementations
	IOT Projects
Training & Hatmaa Mgmt	IT Training
	[illegible]
EGRC	Auditing, Governance & Risk Management
outsourcing	Complete and/or application outsourcing (Client owns the HW)
	Infrastructure Outsourcing (Infrastructure, storage mngt, DBA services)
	Off-site Data Center (Operational/DRP). (Client owns the HW)
	Call Centers/ Help Desk
	Cyber security managed services (SIEM service)
	Printing Outsourcing Services (pay per click)
Cloud Services (Provider owns the HW)	Business Services as a Service- BSaaS (Salaries, Payments, BPO, etc)
	Platform as a Service PaaS/ Infrastructure as a Service IaaS
	Software as a Service SaaS
	DRP as a Service
Staff augmentation	Gulalot on-premises
	Gulgalot off-premises (Nearsite)
	Nearshore

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

STKI's Methodology

456 IT VENDORS in Israel

HARDWARE	$1,850,200
SOFTWARE	$1,639,000
VALUE ADDED SERVICES	$3,271,500
TOTAL	$6,760,700

Do IT Wise
2BOpen
2Plus
3bears
5ive
A10 networks
A2Z
accelario
Accenture
Access Layers
Portnox
Acronis
ACS
Actifio
ActiveView
adacom
ADMS Solutions
Advantech
Afek Systems
AgileSparks
Aginix
AKT
ALD
Alexander Schneider
AllCloud
Almog
Altenative
AlterNet
Aman (Eternity)
Aman Computers
Amarel
Amazon
Amdocs
Anagal
APC
Apple
Applicat
arcserve
Ardom
Artis (ADA Systems)
ASUS
Attunity
AutoFont / Docomotion Automation Technologies Group (One1)
Avaya
AVcom
AVCS
Avnet
AXperts
ayehoo
AZTEK

Barracuda Networks
BBT
BDA Projects
BDO
Be2See
BeLocal
BenefIT Technologies
Bezeq International
B6ate
BI-conix
Bitplus
Blossom
Blue Coat
BMC
Boris Gilad
B-Pro
Brillix
Britannica Knowledge Systems
Brocade
Brother
Bugsec
bulwarx
Bumpyard
Bunkersec
Business & Decisions (B&D)
Bynet
Bynet-Semech
Byon
C4
CA
Calanit Carman (ONE)
Calcom
Canon
Carmelon CAV Systems
CB.IT
CB4
Cellcom
Cellosign
Centerity
Check Point
Checkmark
ChipPC
Cisco
Citadel
Citrine BI
Citrix
Cloud Intact
Cloudera
Cloudera
CloudTech
Codeoazis
Cognit
Comax
Comda

ComLead
Comm IT
CommVault
Complete
ComposeDoc
Comsec
Consist
ConVista
Copytech
Correlata
Corvette
Covertix
Cryptzone
Csoft
CTM
CyberArk
Dario IT
Data Cube
DataBank
DataTapas
DB best
db@net
DDN
DellEMC
Deloitte
DesignIT
DMway
DNA-IT
DocuSign (ARX)
DoIT
DorIT
Double Du
Dropbox
Dvash
E2M
E4D
Elad
ELK Group
ellipsis
Emerset
Emet
Energy Team
Epsan
Ergo
Ericsson
Ernest & Young
Evolen
Ewave
Experis
FD
FBC Technologies
fireglass
FMR
Forcepoint (Websense)
ForeScout

Fortinet
Fujitsu
GBS
Getter Tech
Gigamon
GiniApps
Gizmax
Google
GreenSQL
GRSee
Gstat
HaShavshevet
HDS
Head-on
Hilan
Hilan-Ness
Hilan-Qlikview
Hilan-We-Ankor
HMS
Hortonworks
HP
HP-CS
HPE
I.E.Mittwoch
IBM
IDC
Imperva
Infinidat
Inkod
InnoVAD
Integralis
Integrity
Intellinx
intensity
Intentia Israel
Interdeal
Internet Group
IPSec
ipv-security
I-Rax
IT Solutions
ITAnalyzer
ITassist
I-til Consulting
ITlogic
ITNAVpro
Ixia
Juniper
Kaminario
Kaspersky Labs
Kinea
Knowedge
KPMG
Lenovo
Lexmark

Liacom
Libi Software Technology
Linnovate
Lior Lurye
Liveperson
Log-On
Ludan Group
Mafil
Magalcom
Magic Software
Maglan
Malam-Team
Mapr
Matan
Matrix
Matrix/2Bsecure
MatrixBI
Mavkyim Software Solutions
Maxoft
Mbileiron
McAfee
Med1
Medatech
medsec
Mellanox
Menahel4u
Meteor
Methoda
MIA Computers
Microsoft
MidLink
milgram
MindU
Minicom
Mobidea
Mobilitpro
Mobisec
Moblin
ModelZ
Modern Systems
Mongodb
Mpl
MSP
MultiPoint
MyBusiness
Naya Tech
Ness-Pro Digital
Netalizer
NetApp
NetCloud
Netcraft
Nevo
NewAge
Nextcom
N6Soft

Nimblestorage
Nipendo
Nogamy
Nokia (Alcatel-Lucent)
Normative
NPTech
Nutanix
oasistech
Omega Israel
One1
Opal Systems
Open Legacy
Open Storage
Opisoft
Oracle
Orantech
Oranus
Oregano
other PCs
P.Z. Projects
Palo Alto
Panorama
Partner
pelican-tech
Penguin IT
PNMsoft
Point of View
Polycom
Printer Center
Priority
Proceed
Prodware
Prafix
ProLink
Promisec
Puzzlehead
PwC
Pyramid Analytics
Qesem
QualiTest
Raam
Rachip
Radvision
Radware
Ramdor
RAZEL
Raz-Lee
Realcommerce
Red Hat
Reduxio
RELS
Renaissance
Rimini Street
Rittal

Riverbed
Safend
SafeNet
safeway
Salesforce
Samsung
Saninteractive
SAP
SASA-Security
sec4biz
SecureNet
SecuriTeam
see-security
Segment
Sensecom
Seperia
ServiceNow
ServiceWise
ServIT
Seventh Dimension
Simplivity
Sinopia
SIT
Skywind
Smarthings
SmartIT
smartsoft
SmartX
Smarx
Social Knowledge
Softmize
Software Source
SoftwareAg
Solarwinds
SourceIT
Spinnaker Support
SQLink
SSP
Steerli
Stratoscale
Sungard
switch-it
Symantec
Synerion
Sysaid
Sysnet
Systematics
Tadiad
Tadiran Telecom
Taldor
Talend
Tata
TechMind
Telemessage
TERASAFE

Test Pro
That's IT
Ticomsoft
Tikal
Tingz
Tiuv
Todan
Top Group (Ramdor)
Toshiba
Train-Mate
Trapx
triad security
Triggerplus
Triple C
TripleT
Tripplite
TrustIT
Trustnet
TutIT Soft
Twingo
twisted
TZUR
UA- User Accessibility
U-BTech
UCL
UI
Unilink
Unitask
UPTech
Uptima
Uteam
(IdeoDigital)
UXVision
Valinor
Valire
Value Plus
Varonis
vCC
Veeam
Veidan
VeNotion
Veracity
Verint
Veritas
Virgonet

Vision.bi
VMWare
Waterfall
Websence
WebTech
WEDO
WEDO
We-Do (Unitask)
WinIT
Wise
Wisesec
Wizsupport
WonderNet
Xerox
Xioma
Xtramile
Yael Software
YKM
Yoyo
y-tech technologies
Zaponet
Zebra Technologies
Zemingo
Zikit
Zilumatic
Ziv Systems

STKI Copyright@2017

STKI's Methodology

4,374 enterprises with IT departments in Israel

HARDWARE	$1,850,200
SOFTWARE	$1,639,000
VALUE ADDED SERVICES	$3,271,500
TOTAL	$6,760,700

95% of IT spending

5% of IT spending (growing) SMB Market

number of employees v1	2016 number of companies (paying taxes)	% of TOTAL	subtotals	
251+	1,622	0.63%	4,374	
101-250	2,752	1.07%		
21-100	17,995	6.98%	70,260	262,901
6-20	52,265	20.27%		
up to 5	192,641	74.70%	192,641	
267,275				

ACCORDING TO BITUACH LEUMI 2/2017

v2
stki.info

D

on of graph

STKI Copyright@2017

STKI's Methodology

STKI Methodology: equilibrium model

The sum of all *IT expenditures* (from users)

has to be equal to all *IT sales* (from vendors).

most research firms are either a

"demand-based"

(market information based on data from users of IT)

"supply-based"

(market information based on data from IT vendors).

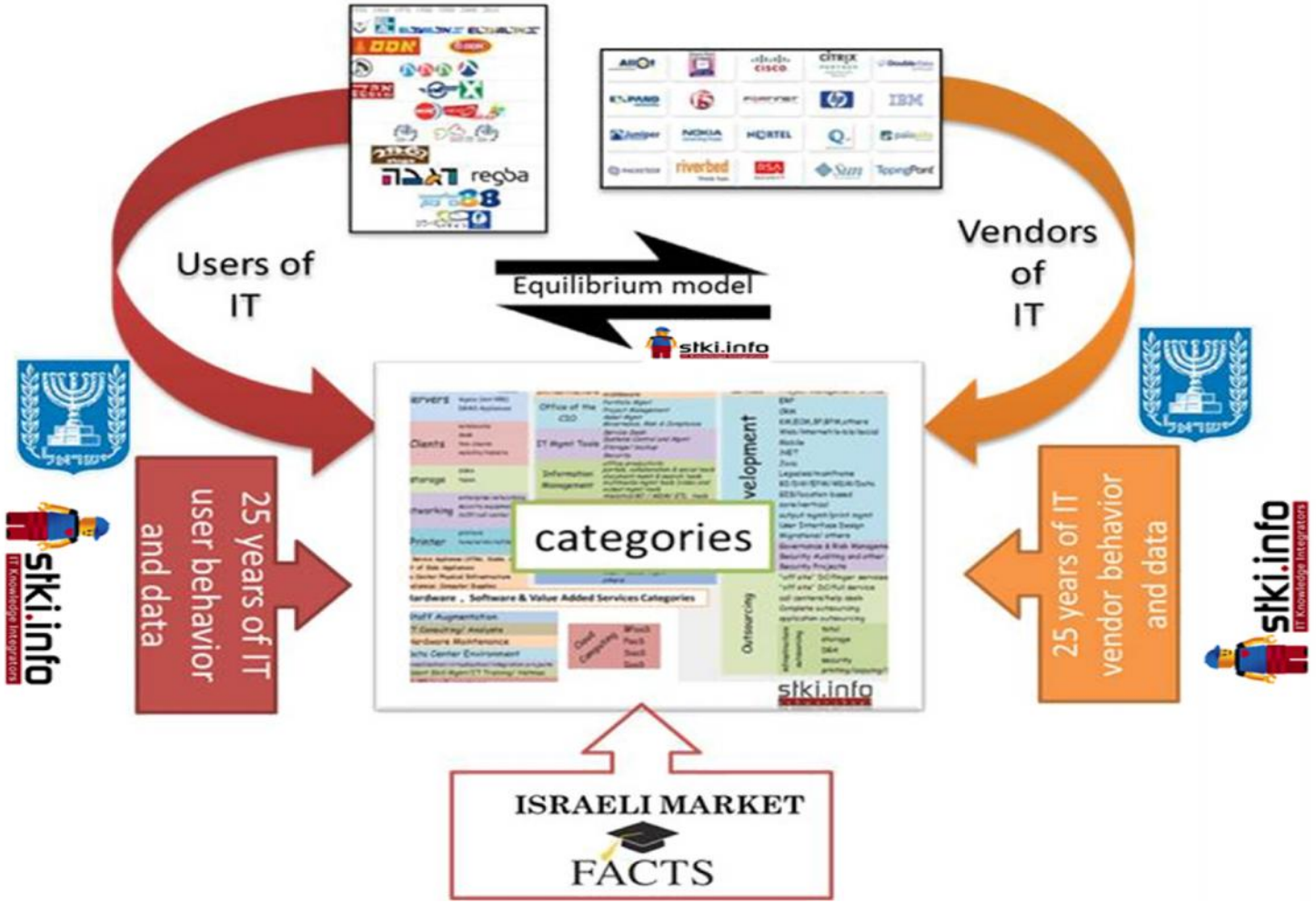
STKI is one of the *only research firms using an equilibrium* model

and the only one in Israel.

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

STKI's Methodology



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

What our study looks at:

STKI's Methodology

- Real revenues of software licenses and maintenance.
- Real revenues of hardware sales.
- Differentiation between new projects and continuing projects. New projects count more.
- We do not include any work/ products for OEMs and military non-IT projects.
- We are learning how to account for cloud usage for IT (Israel) only
- We distinguish between work done by the vendor's employees and work outsourced to another vendor. The revenue is transferred to the vendor actually doing the work.
- Distinguish revenues from projects done in fixed price, cost plus (SLA defined) and staff augmentation (non SLA) projects.
- Differentiate value between work done by high level internal professionals in a project and staff augmentation employees in the clients IT department.

Take into consideration IT department's view/mindshare of vendor's value in projects/products

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Israel : IT Market Sizes

STKI Summit 2017

Israeli IT Market

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Number of Registered "COMPANIES" in Israel (paid taxes 1/2017)

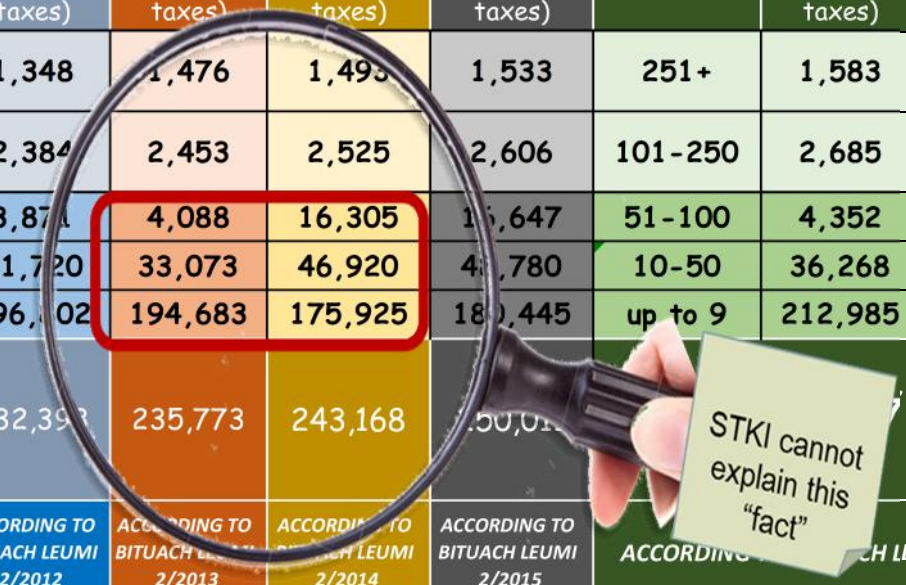
number of employees v1	2011	2012	2013	2014	number of employees v2	2015		number of employees v1	2016			
	number of companies (paying taxes)	number of companies (paying taxes)	number of companies (paying taxes)	number of companies (paying taxes)		number of companies (paying taxes)	% of TOTAL		number of companies (paying taxes)	% of TOTAL	subtotals	
251+	1,348	1,476	1,493	1,533	251+	1,583	0.61%	251+	1,622	0.63%	4,374	
101-250	2,384	2,453	2,525	2,606	101-250	2,685	1.04%	101-250	2,752	1.07%		
21-100	3,871	4,088	16,305	16,647	51-100	4,352	1.69%	21-100	17,995	6.98%	70,260	262,901
6-20	31,720	33,073	46,920	48,780	10-50	36,268	14.06%	6-20	52,265	20.27%		
up to 5	196,802	194,683	175,925	180,445	up to 9	212,985	82.59%	up to 5	192,641	74.70%	192,641	
totals	232,393	235,773	243,168	250,011	257,873			267,275				
	ACCORDING TO BITUACH LEUMI 2/2012	ACCORDING TO BITUACH LEUMI 2/2013	ACCORDING TO BITUACH LEUMI 2/2014	ACCORDING TO BITUACH LEUMI 2/2015	ACCORDING TO BITUACH LEUMI 2/2016			ACCORDING TO BITUACH LEUMI 2/2017				

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

number of employees v1	2011	2012	2013	2014	number of employees v2	2015		number of employees v1	2016			
	number of companies (paying taxes)	number of companies (paying taxes)	number of companies (paying taxes)	number of companies (paying taxes)		number of companies (paying taxes)	% of TOTAL		number of companies (paying taxes)	% of TOTAL	subtotals	
251+	1,348	1,476	1,493	1,533	251+	1,583	0.61%	251+	1,622	0.63%	4,374	
101-250	2,384	2,453	2,525	2,606	101-250	2,685	1.04%	101-250	2,752	1.07%		
21-100	3,87	4,088	16,305	,647	51-100	4,352	1.69%	21-100	17,995	6.98%	70,260	262,901
6-20	31,720	33,073	46,920	,780	10-50	36,268	14.06%	6-20	52,265	20.27%		
up to 5	196, 02	194,683	175,925	,445	up to 9	212,985	82.59%	up to 5	192,641	74.70%	192,641	
totals	232,393	235,773	243,168			3			267,275			
	ACCORDING TO BITUACH LEUMI 2/2012	ACCORDING TO BITUACH LEUMI 2/2013	ACCORDING TO BITUACH LEUMI 2/2014	ACCORDING TO BITUACH LEUMI 2/2015	ACCORDING TO BITUACH LEUMI 2/2016			ACCORDING TO BITUACH LEUMI 2/2017				

SMB Market



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

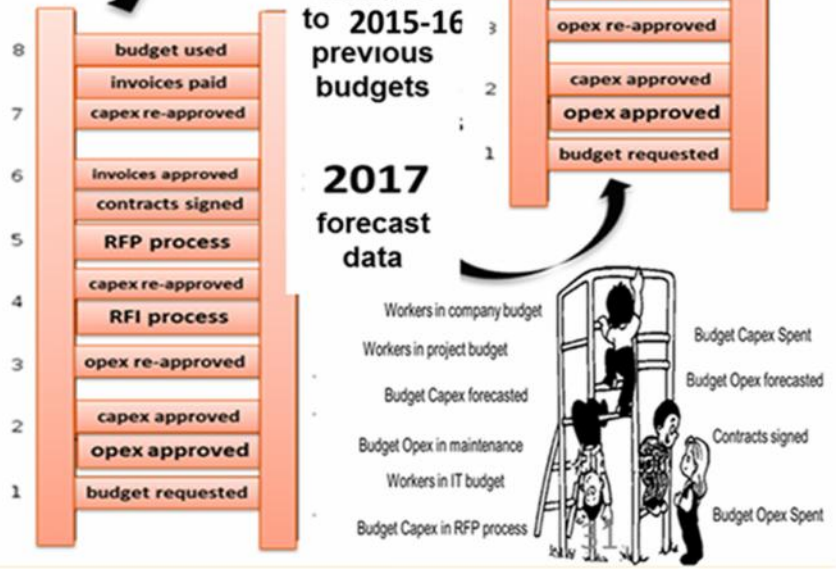
IT BUDGETS (opex/capex): includes *some* internal expenses

industry	Budgets 2012	change from 2012	Budgets 2013	change from 2013	Budgets 2014	change from 2014	Budgets 2015	change from 2015	Budgets 2016	change from 2016	Budgets 2017	% total	Market size	% total	industry
government															public
security															
education															
health															
utilities															utilities/
transport															transport
banks															financial
insurance															
fin other															
manuf															manuf/
retail															retail
high tech															high tech/
IT local vendors															IT
telecomm															telecomm/
media/content															media
SMB/SME															SMB
in M USD															in M USD

I interviewed over 200 CIOs (about 70-75% of total in Israel) about:

1. Budgets for **2017**
2. Used "budgets" of **2016**
3. Projects postponed:: **2018-19**
4. IT department organization
5. Vendor recommendations

*IT "internal" budgets are not equal in all enterprises: manpower, rent, electricity, LOB extra budgets, etc



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT BUDGETS (opex/capex): includes *some* internal expenses															
industry	Budgets 2012	change from 2012	Budgets 2013	change from 2013	Budgets 2014	change from 2014	Budgets 2015	change from 2015	Budgets 2016	change from 2016	Budgets 2017	% total	Market size	% total	industry
	Market size in M USD										2017				
government	$1,350	-7.41%	$1,250	4.80%	$1,310	3.05%	$1,350	11.11%	$1,500	2.00%	$1,530	20.16%	$2,641	34.79%	public
security	$400	2.50%	$410	2.44%	$420	7.14%	$450	4.44%	$470	7.66%	$506	6.67%			
education	$250	-8.00%	$230	2.17%	$235	-2.13%	$230	13.04%	$260	3.85%	$270	3.56%			
health	$300	-3.33%	$290	-5.17%	$275	5.45%	$290	10.34%	$320	4.69%	$335	4.41%			
utilities	$280	1.79%	$285	5.26%	$300	-20.00%	$240	6.25%	$255	-7.84%	$235	3.10%	$560	7.38%	utilities/ transport
transport	$300	1.67%	$305	3.28%	$315	3.17%	$325	4.62%	$340	-4.41%	$325	4.28%			
banks	$900	-9.44%	$815	2.45%	$835	1.80%	$850	-5.88%	$800	8.13%	$865	11.40%	$1,525	20.09%	financial
insurance	$350	14.29%	$400	6.25%	$425	1.18%	$430	-6.98%	$400	-1.25%	$395	5.20%			
fin other	$200	-5.00%	$190	13.16%	$215	13.95%	$245	0.41%	$246	7.72%	$265	3.49%			
manuf	$820	-1.22%	$810	4.94%	$850	2.94%	$875	1.71%	$890	-1.12%	$880	11.59%	$1,110	14.62%	manuf/ retail
retail	$200	-2.50%	$195	7.69%	$210	10.48%	$232	-0.86%	$230	0.00%	$230	3.03%			
high tech	$650	10.77%	$720	4.17%	$750	6.67%	$800	1.25%	$810	1.85%	$825	10.87%	$975	12.84%	high tech/ IT
IT local vendors	$190	-21.05%	$150	23.33%	$185	5.41%	$195	-28.21%	$140	7.14%	$150	1.98%			
telecomm	$260	-3.85%	$250	2.00%	$255	-9.80%	$230	-13.04%	$200	2.50%	$205	2.70%	$380	5.01%	telecomm/ media
media/content	$90	11.11%	$100	12.00%	$112	33.93%	$150	3.33%	$155	12.90%	$175	2.31%			
SMB/SME	$250	20.00%	$300	6.00%	$318	10.06%	$350	7.14%	$375	6.67%	$400	5.27%	$400	5.27%	SMB
in M USD	$6,790	-1.33%	$6,700	4.63%	$7,010	3.31%	$7,242	2.06%	$7,391	2.71%	$7,591	100.00%	7591	100%	in M USD

All amounts in M $ USD

All amounts in M $ USD

stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

industry	Budgets 2012		STKI IT Market Health Index	Budgets 2013		STKI IT Market Health Index	Budgets 2014		STKI IT Market Health Index	Budgets 2015		STKI IT Market Health Index	Budgets 2016		STKI IT Market Health Index	Budgets 2017		STKI IT Market Health Index	industry
government	$1,350			$1,250			$1,310			$1,350			$1,500			$1,530			
education	$250	$1,900		$230	$1,770		$235	$1,820		$230	$1,870		$260	$2,080		$270	$2,135		public
health	$300			$290			$275			$290			$320			$335			
banks	$900			$815			$835			$850			$800			$865			
insurance	$350	$1,450		$400	$1,405		$425	$1,475		$430	$1,525		$400	$1,446		$395	$1,525		financial
fin other	$200			$190			$215			$245			$246			$265			
			76.32%			79.38%			81.04%			81.55%			69.52%			71.43%	

STKI IT Market Health Index

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Comparison Budgets 2013-2017**

We expect increase mid 2017 for "digital initiatives" not on IT budget now

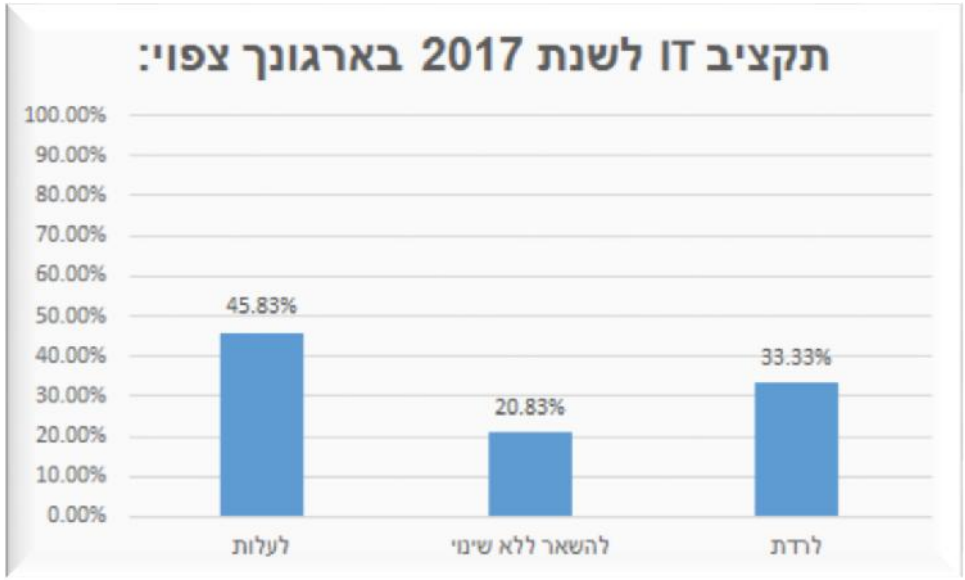
media/content

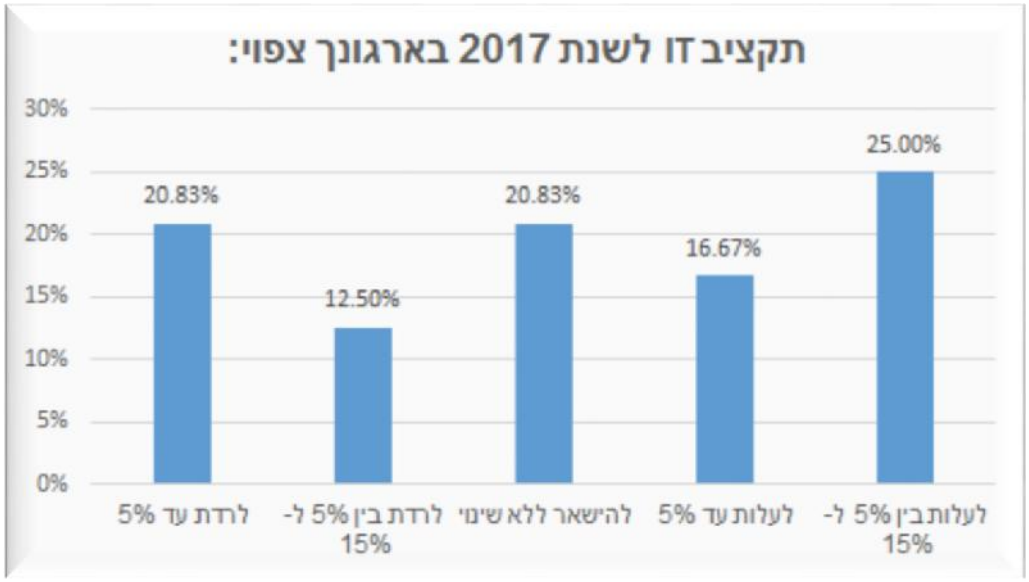
industry	Budgets 2013	Budgets 2017	% growth
media/content	$100	$175	75.00%
fin other	$190	$265	39.47%
SMB/SME	$300	$400	33.33%
security	$410	$506	23.41%
government	$1,250	$1,530	22.40%
retail	$195	$230	17.95%
education	$230	$270	17.39%
health	$290	$335	15.52%
high tech	$720	$825	14.58%
manuf	$810	$880	8.64%
transport	$305	$325	6.56%
banks	$815	$865	6.13%
IT local vendors	$150	$150	0.00%
insurance	$400	$395	-1.25%
utilities	$285	$235	-17.54%
telecomm	$250	$205	-18.00%

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017





STKI Survey
2017
conducted
during 12/2016
till 2/2017

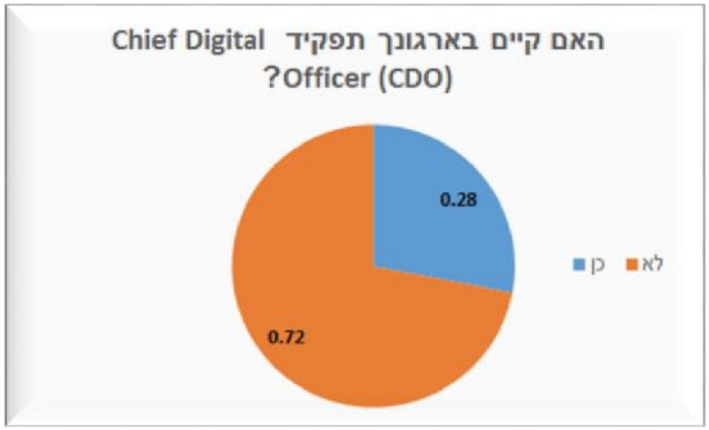
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

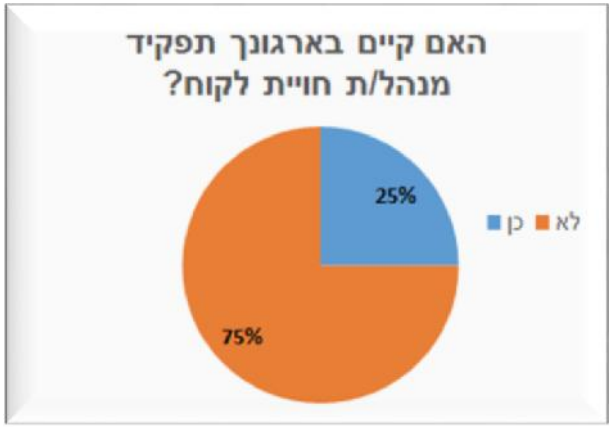
STKI Copyright@2017

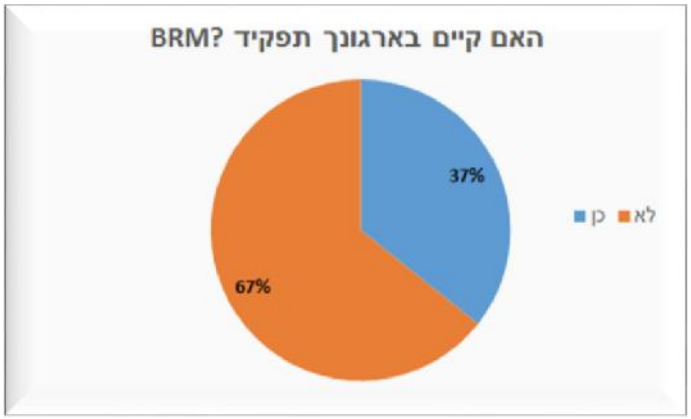
STKI Survey 2017 conducted during 12/2016 till 2/2017

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

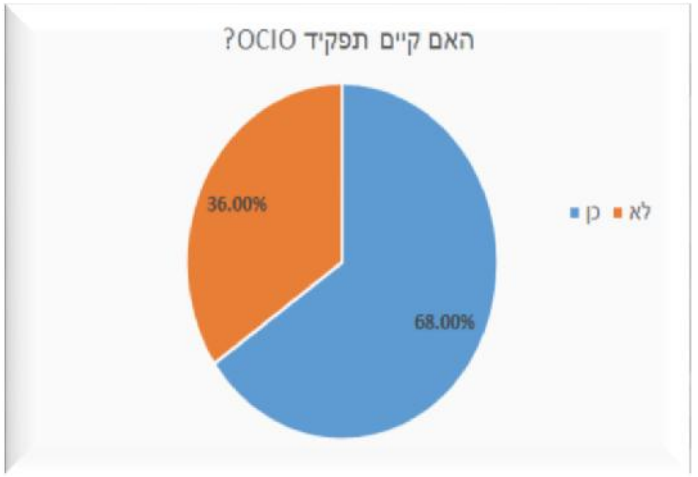
STKI Copyright@2017





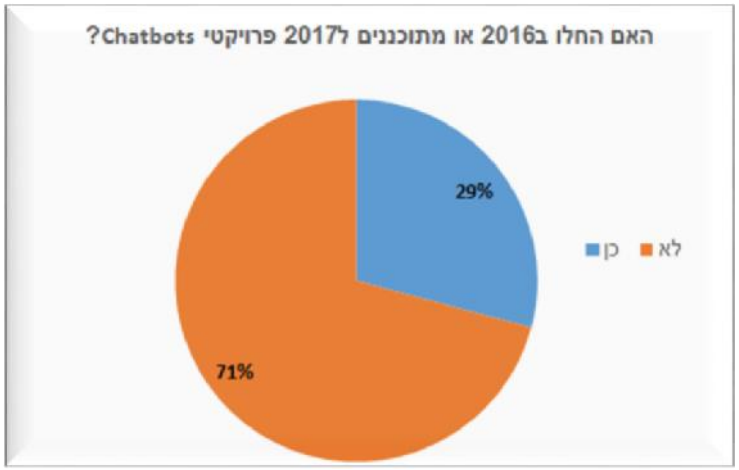


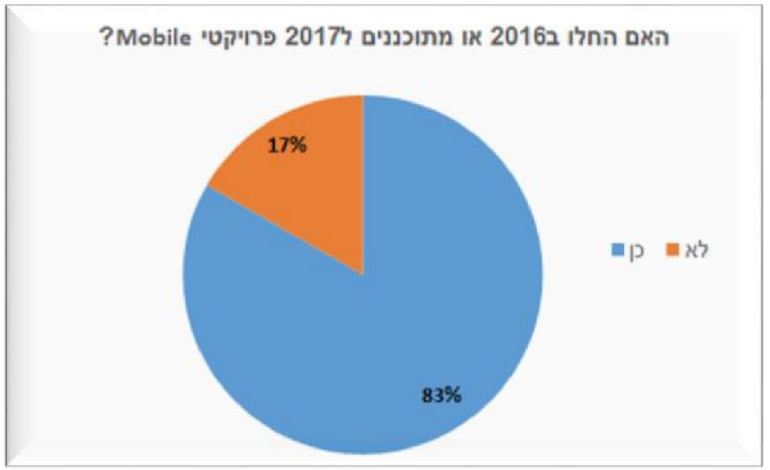
STKI Survey
2017
conducted
during 12/2016
till 2/2017

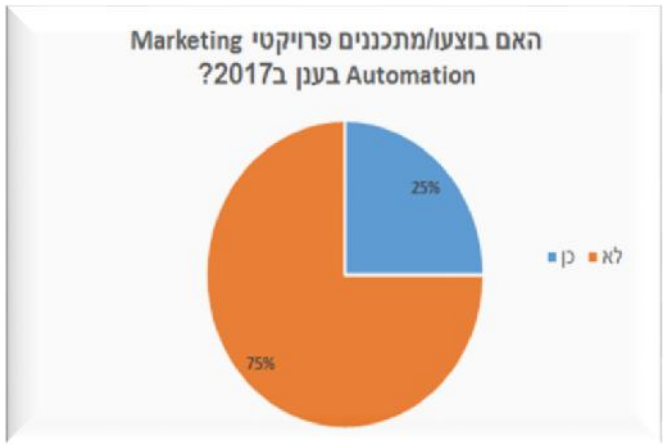


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

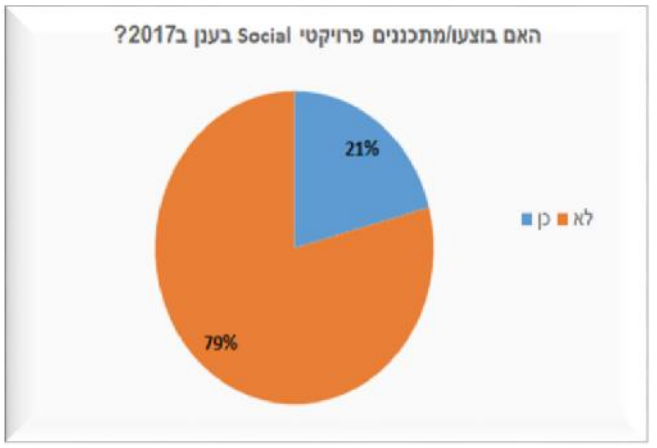
STKI Copyright@2017





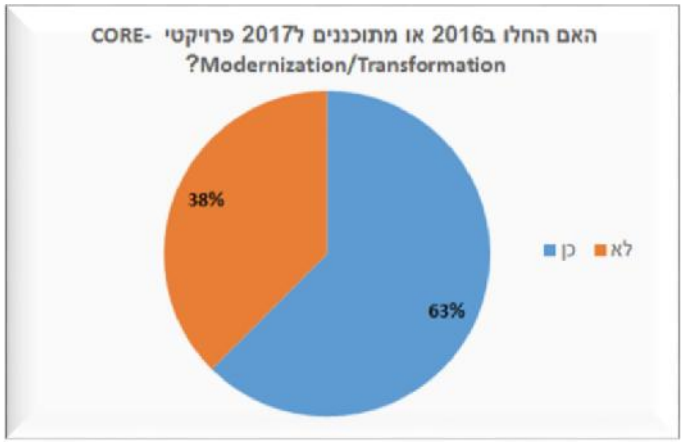


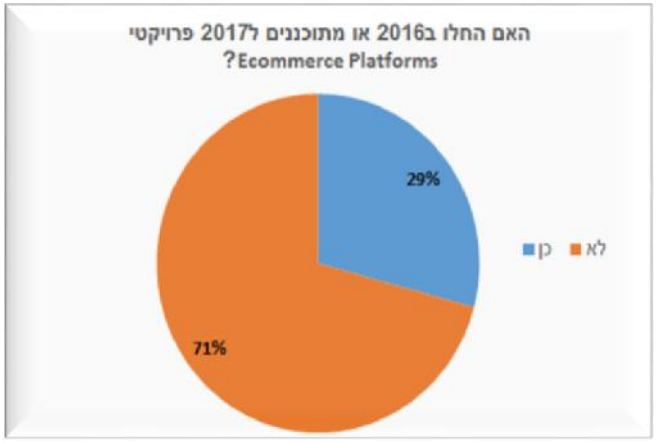
STKI Survey
2017
conducted
during 12/2016
till 2/2017

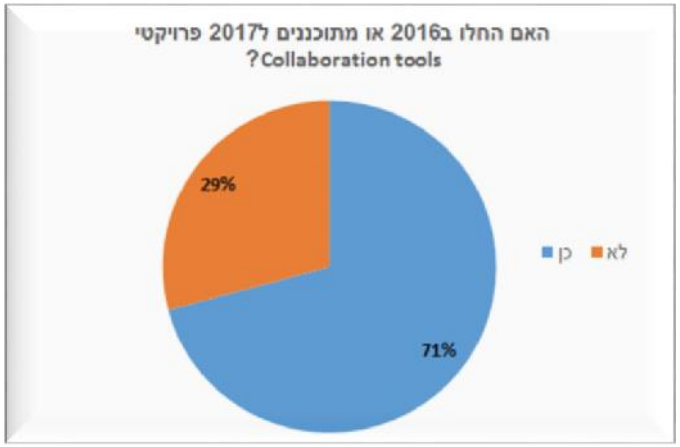


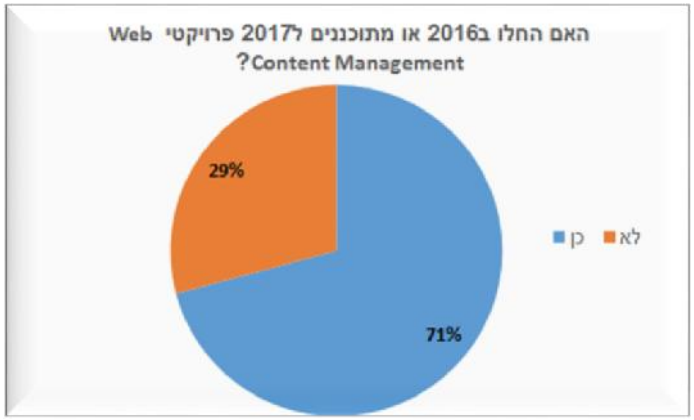
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

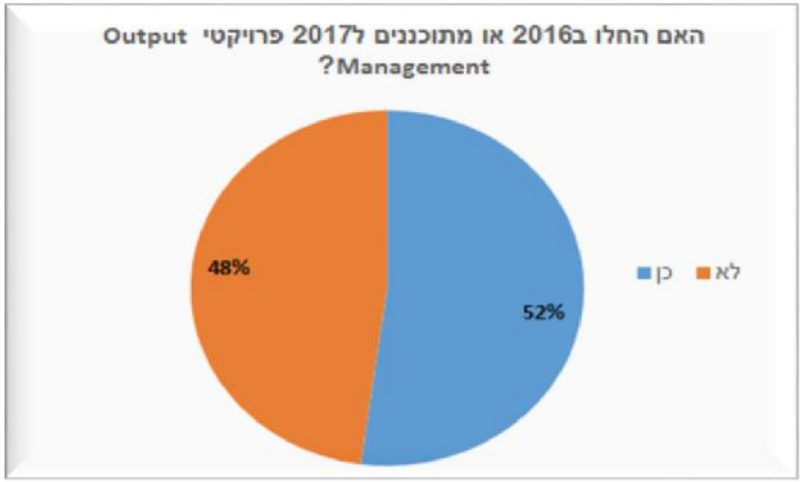






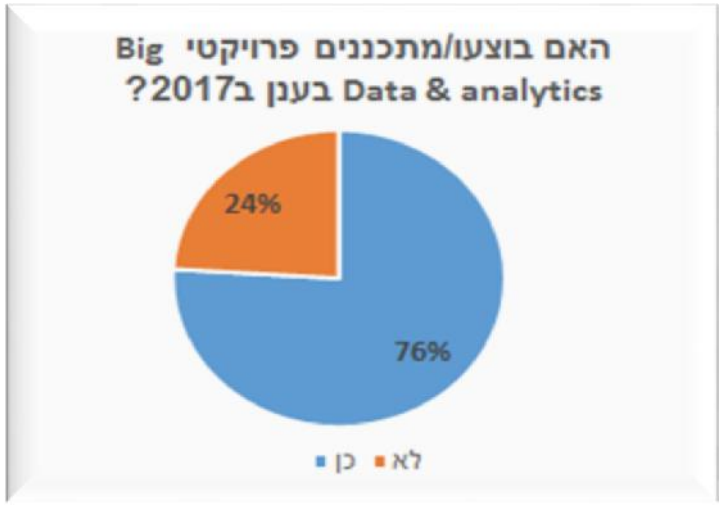


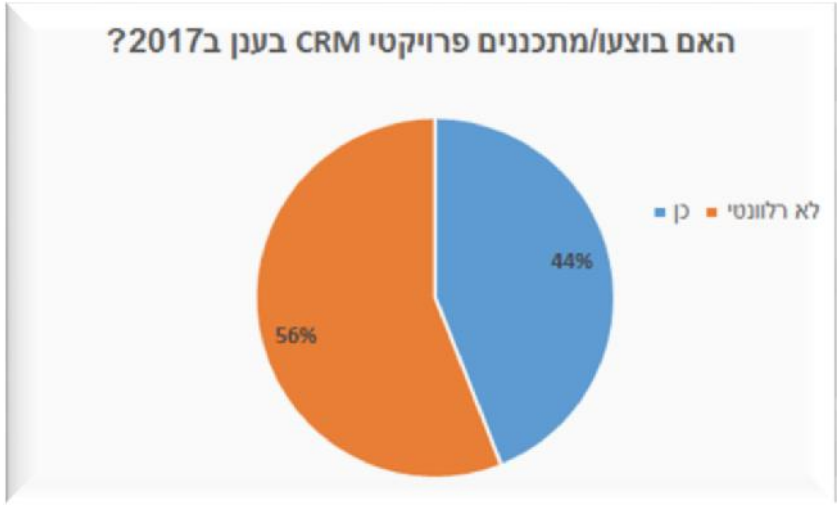
STKI Survey
2017
conducted
during 12/2016
till 2/2017

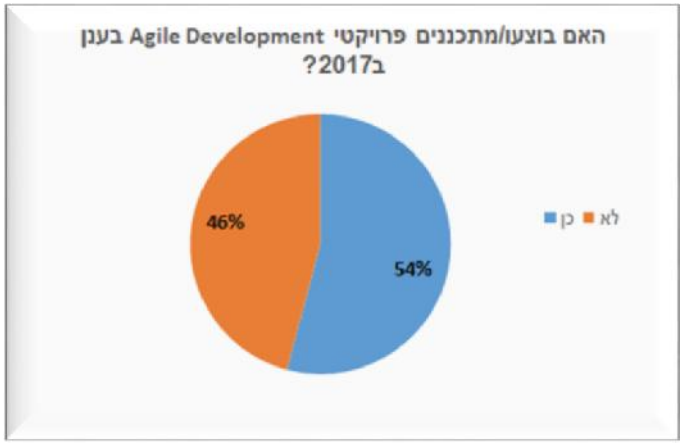


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

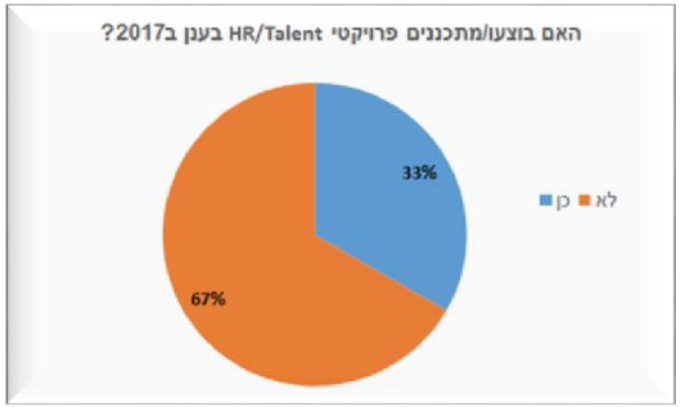
STKI Copyright@2017





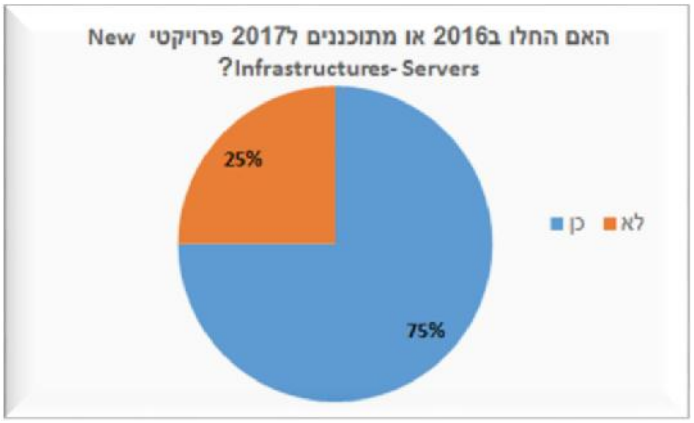


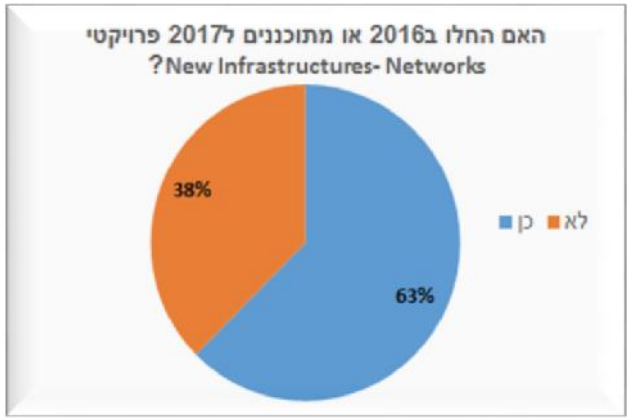
STKI Survey
2017
conducted
during 12/2016
till 2/2017

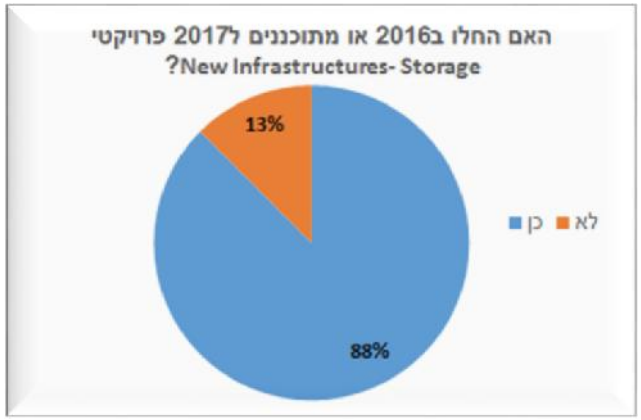


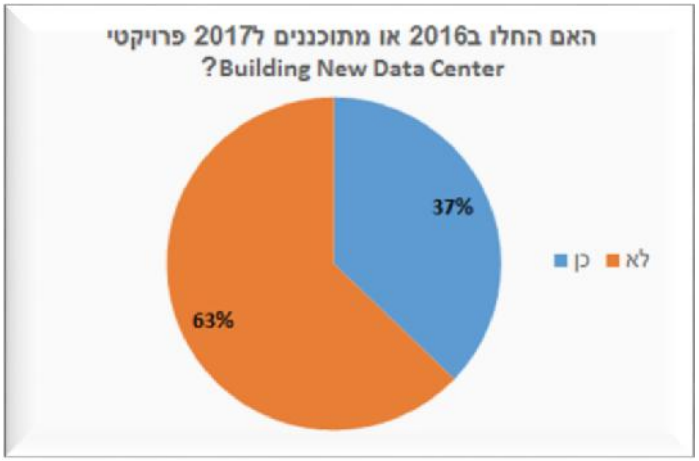
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

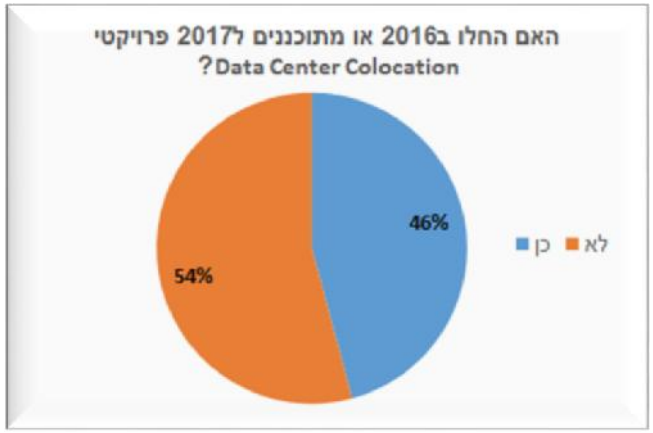








STKI Survey
2017
conducted
during 12/2016
till 2/2017

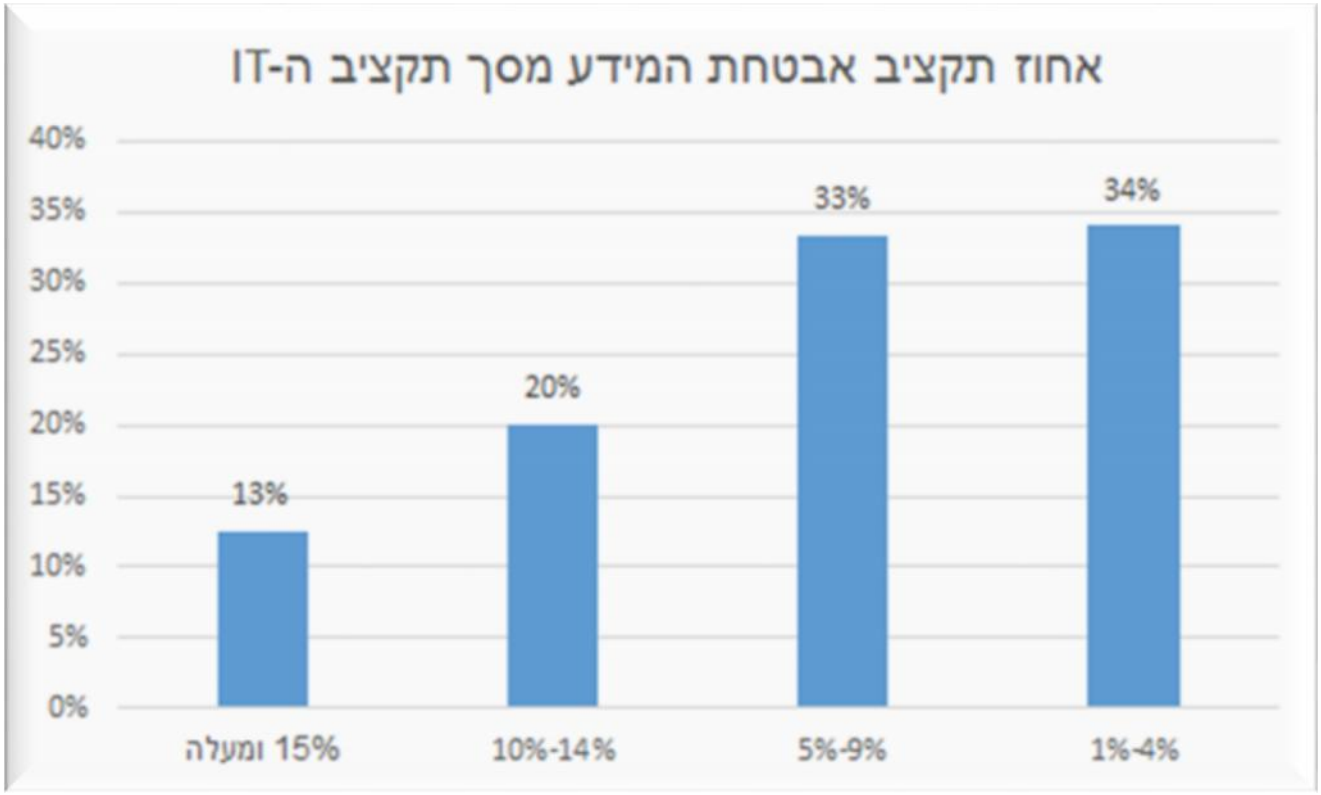


v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

STKI Survey
2017
conducted
during 12/2016
till 2/2017



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Total IT Market : TIERS

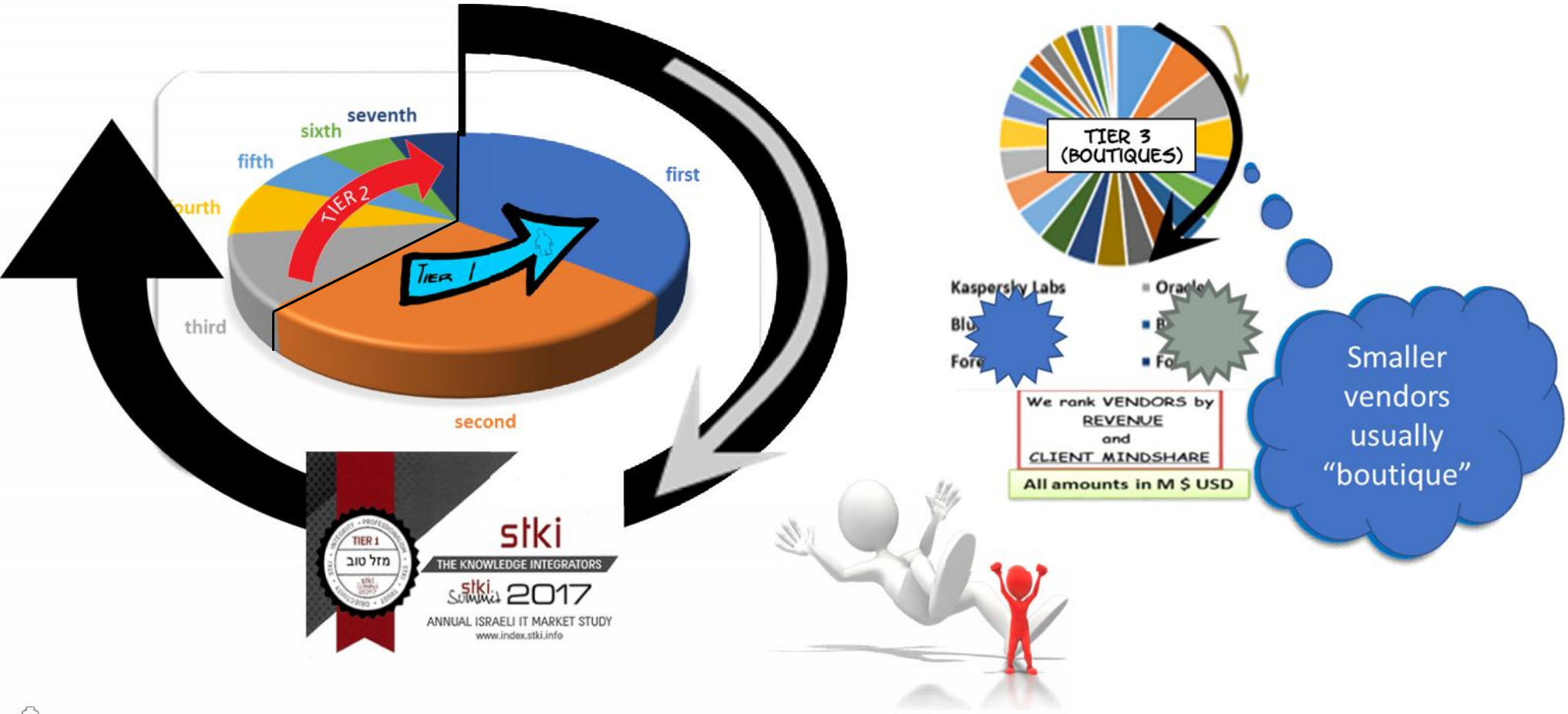
2015 Israel IT Market

STKI Summit 2017

Israeli IT Market

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

The Great Debate: explanations



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

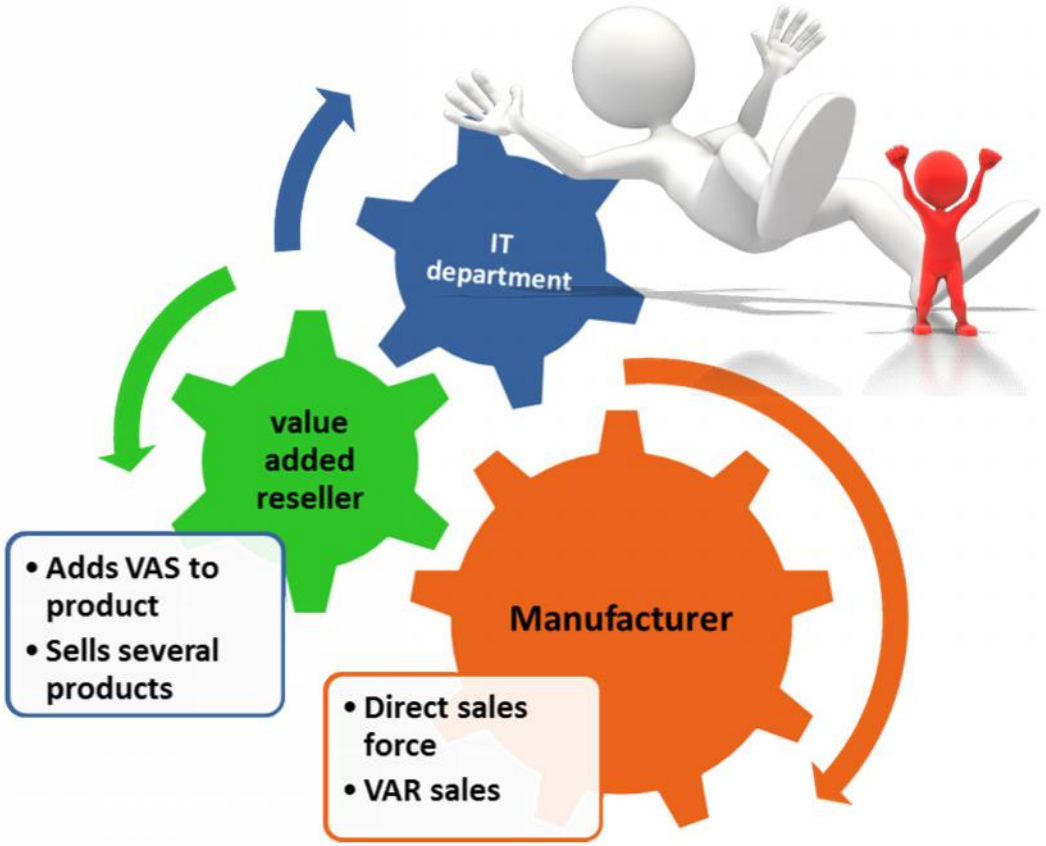
The Great Debate: explanations

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

VARs or Partners:
NO double bookings for IT market size forecasts

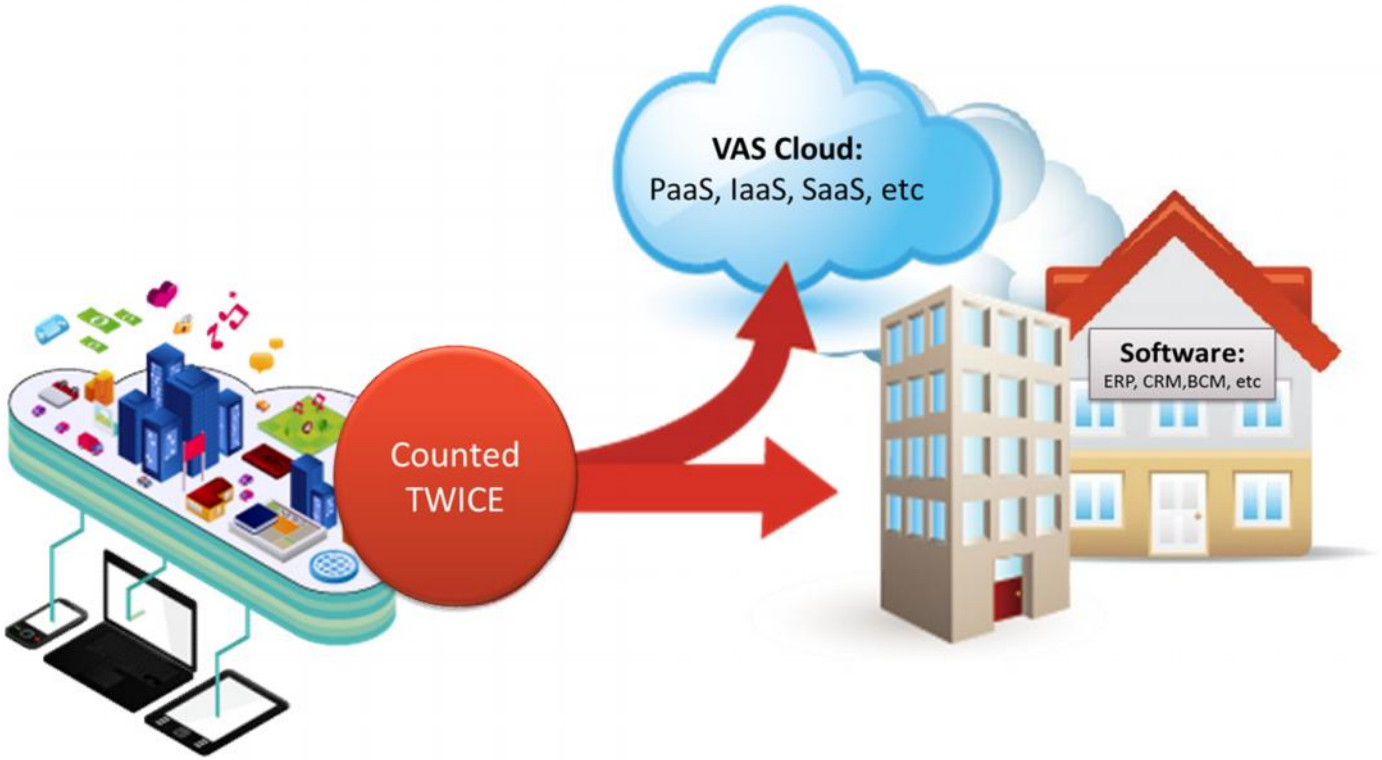
Value Added Resellers
"VAR or Partners"
are incorporated into
STKI's "TIERS".
Both sell into the Israeli
Market.



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Products "sold" on the cloud
STKI "books" in on-premises software categories
NO double bookings for IT market size forecasts



v2
stki.info

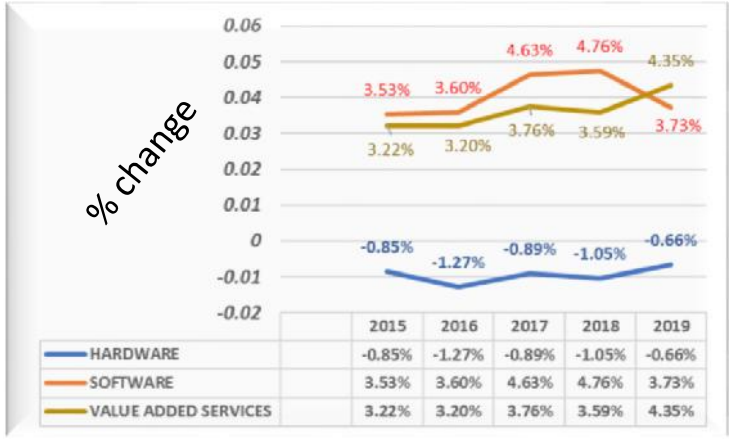
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT Market in Israel

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

ALL AMOUNTS IN $K USD



	2014	2015		2016		2017		2018		2019	
HARDWARE	$1,890,000	-0.85%	$1,874,000	-1.27%	$1,850,200	-0.89%	$1,833,700	-1.05%	$1,814,500	-0.66%	$1,802,500
SOFTWARE	$1,528,000	3.53%	$1,582,000	3.60%	$1,639,000	4.63%	$1,714,900	4.76%	$1,796,500	3.73%	$1,863,500
VALUE ADDED SERVICES	$3,071,000	3.22%	$3,170,000	3.20%	$3,271,500	3.76%	$3,394,500	3.59%	$3,516,500	4.35%	$3,669,500
TOTAL	$6,489,000	2.11%	$6,626,000	2.03%	$6,760,700	2.70%	$6,943,100	2.66%	$7,127,500	2.92%	$7,335,500

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

stki.info

STKI Summit 2017

Israeli IT Market

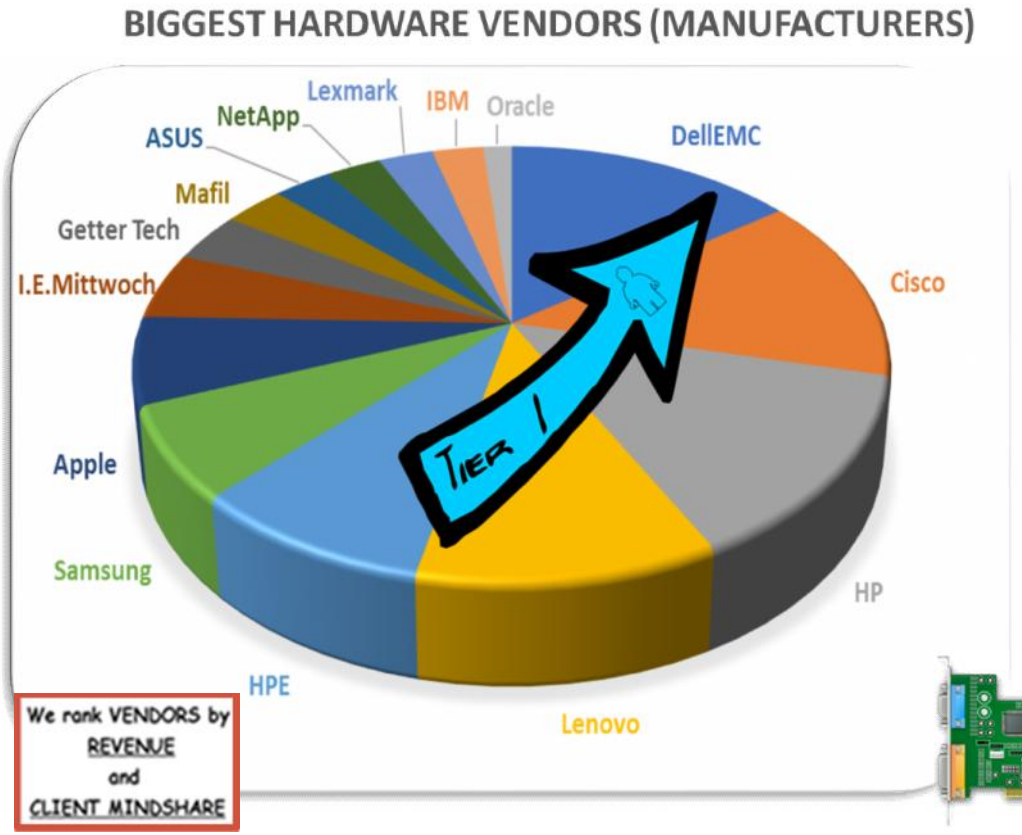
Hardware Market : Tiers

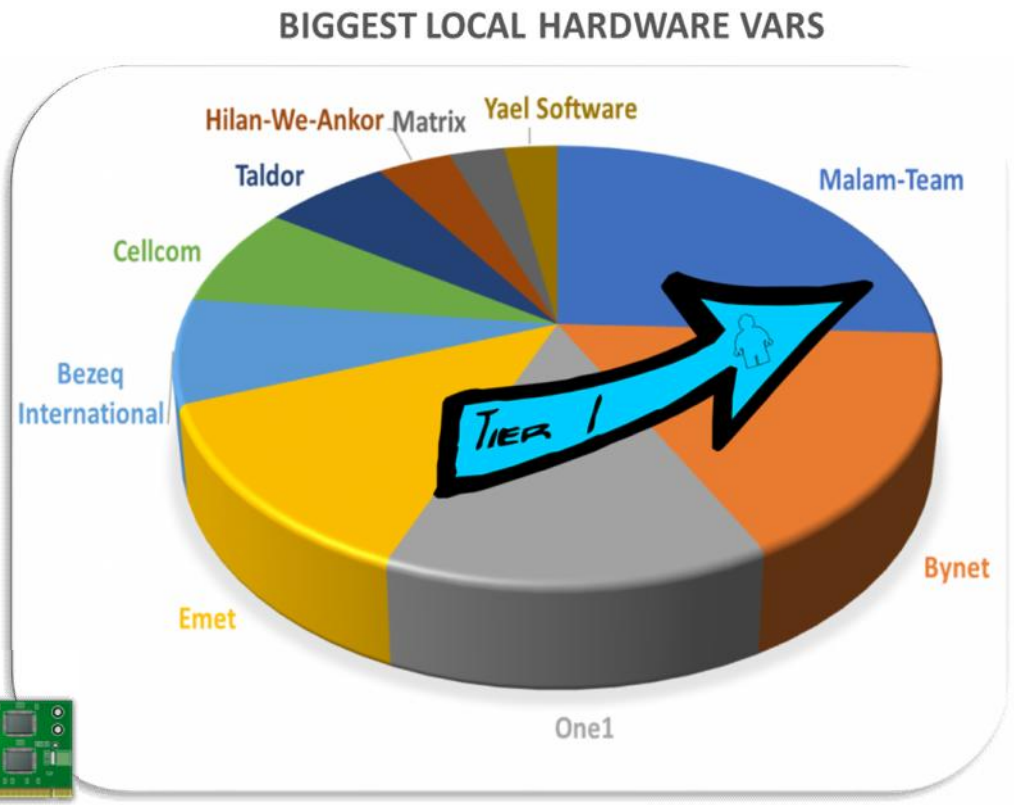
2015 Israel Hardware Market

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Vendors: Hardware markets





Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Israel: IT Hardware Total Market 2016-2020

HARDWARE

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

	2014		2015		2016		2017		2018		2019	
HARDWARE	$1,890,000	-0.85%	$1,874,000	-1.27%	$1,850,200	-0.89%	$1,833,700	-1.05%	$1,814,500	-0.66%	$1,802,500	

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Server Markets

Servers/White Boxes	Legacy (non-x86)	DB/DW other Converged HW or Appliances

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Server Markets

	2014		2015		2016		2017		2018		2019
Servers/White Boxes	335,000	-4.48%	320,000	-9.38%	290,000	-1.72%	285,000	-2.46%	278,000	-3.60%	268,000
Legacy (non-x86)	35,000	14.29%	40,000	-12.50%	35,000	-14.29%	30,000	-10.00%	27,000	-14.81%	23,000
DB/DW other Converged HW or Appliances	32,000	10.94%	35,500	12.68%	40,000	12.50%	45,000	13.33%	51,000	7.84%	55,000
	67,000	12.69%	75,500	-0.66%	75,000	0.00%	75,000	4.00%	78,000	0.00%	78,000

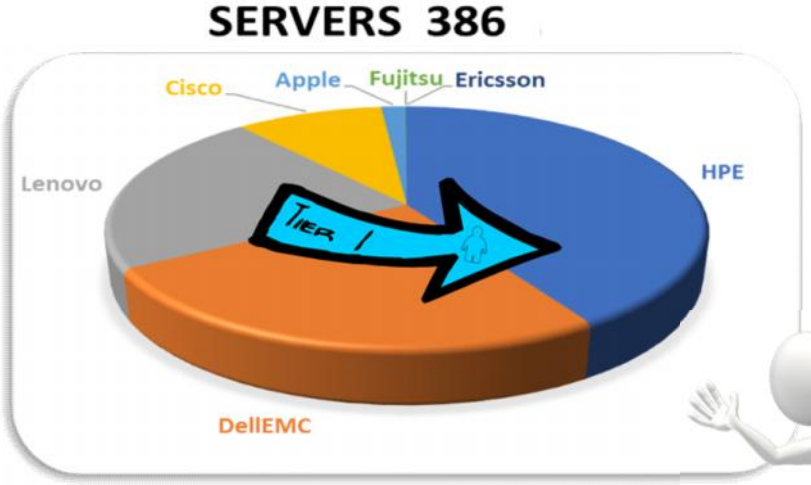
We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

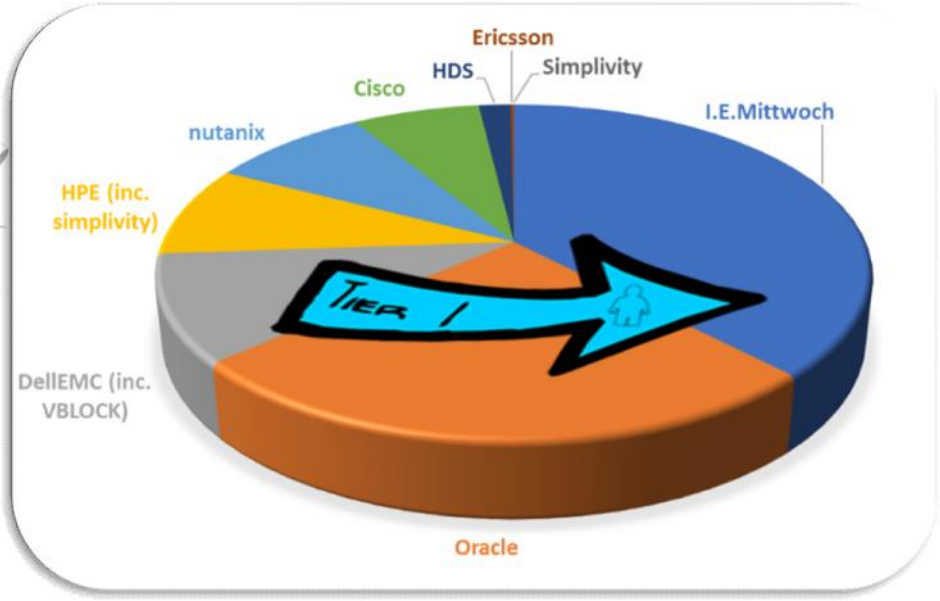
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

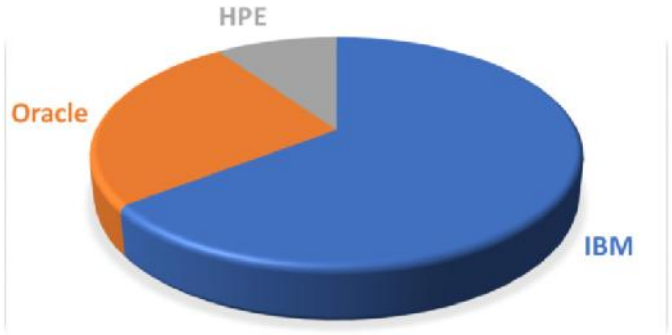
STKI Copyright@2017

Servers (manufacturers)



DB/DW, CONVERGED HW
& OTHER APPLIANCES



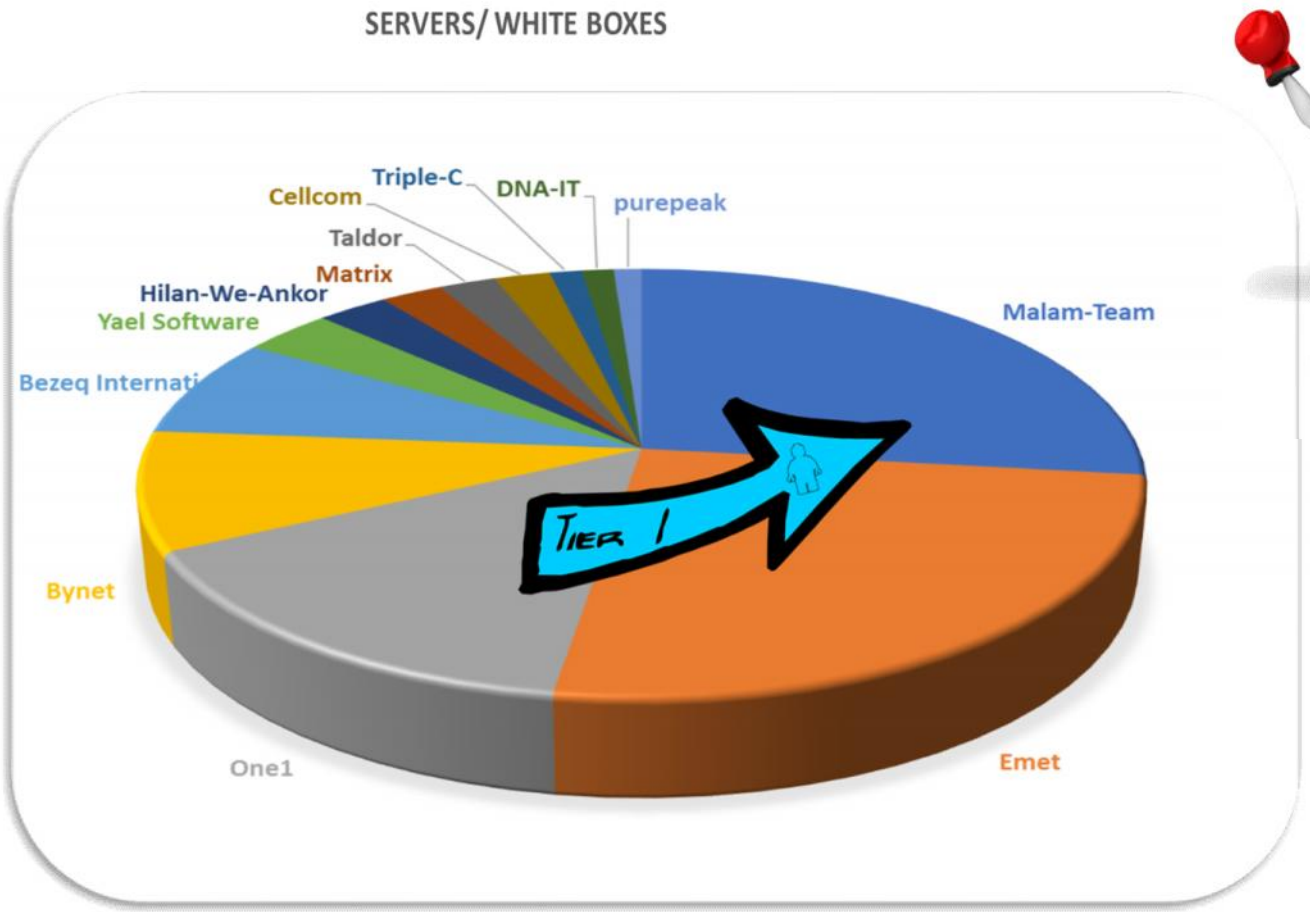


We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Servers (Resellers-VARs)



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Clients (B2B) Markets

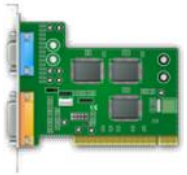
Window PCs (Notebooks, desk,thin)	Non Windows PC's	Smartphones / Tablets
*(for commercial use only)		*(for commercial use only)

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Clients (B2B) Markets

	2014		2015		2016		2017		2018		2019
Window PCs (Notebooks, desk,thin)	294,000	-6.46%	275,000	-1.09%	272,000	-2.57%	265,000	-3.21%	256,500	-2.53%	250,000
Non Windows PC's	9,000	11.11%	10,000	12.00%	11,200	13.39%	12,700	10.24%	14,000	14.29%	16,000
Smartphones /Tablets	192,000	4.17%	200,000	-2.50%	195,000	-5.13%	185,000	-8.11%	170,000	-4.71%	162,000
	495,000	-2.02%	485,000	-1.40%	478,200	-3.24%	462,700	-4.80%	440,500	-2.84%	428,000



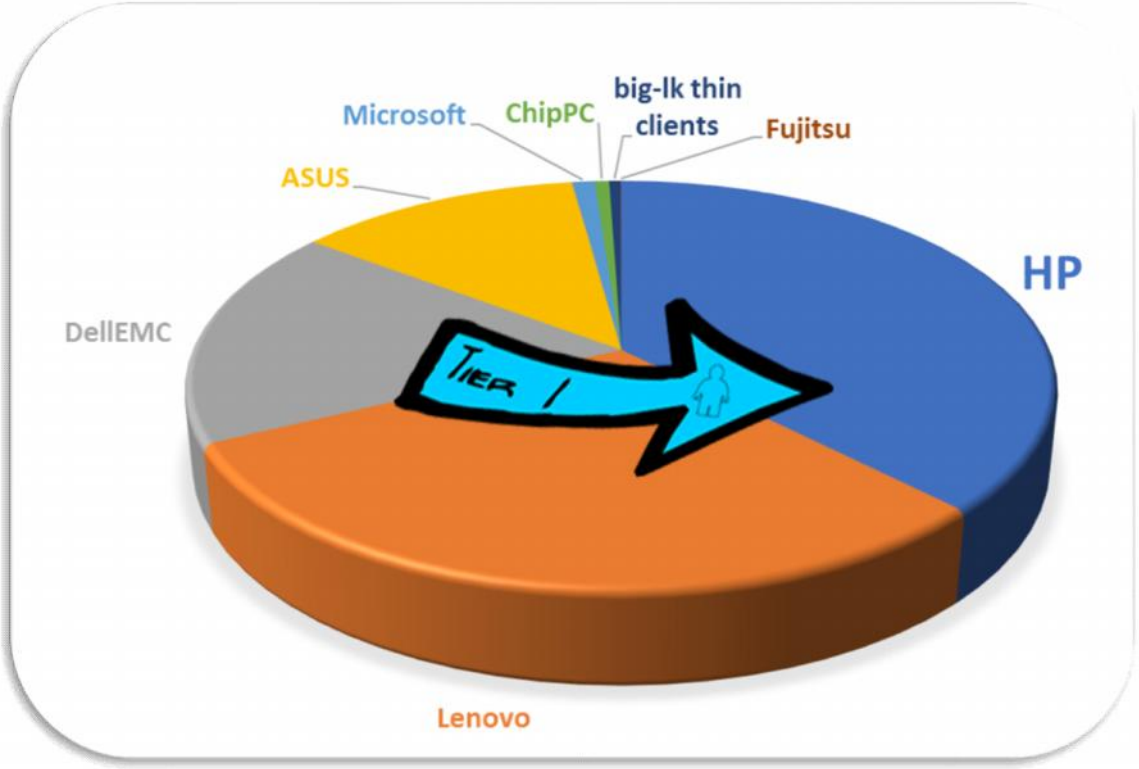
We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

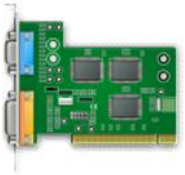
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Client Computing (manufacturers) B2B



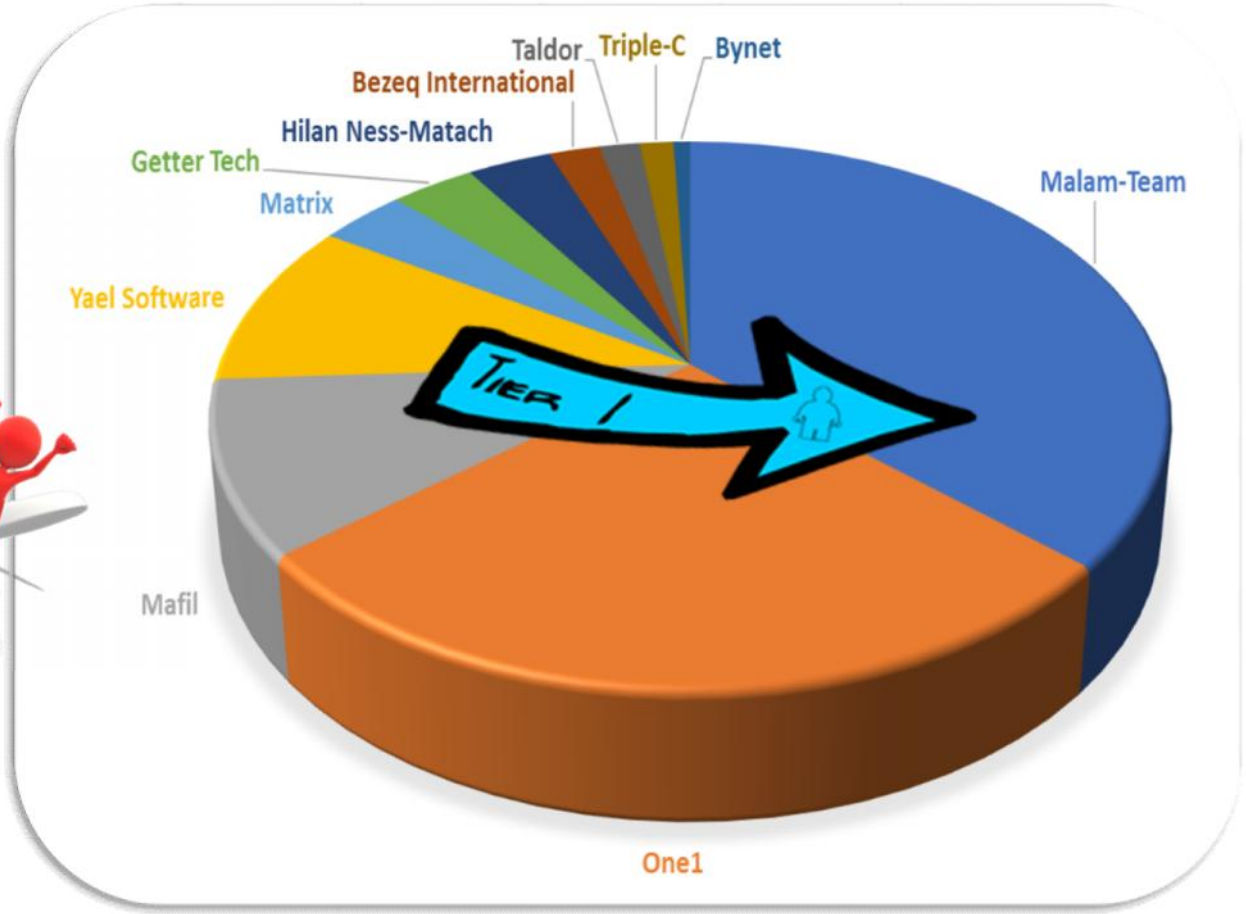
We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Personal Computing (VARs)



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Storage Markets

Disks (HDD and SSD)	VTL Backup and other Storage Appliances	Tape Libraries

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Storage Markets

	2014		2015		2016		2017		2018		2019
Disks (HDD and SSD)	135,000	-3.70%	130,000	-3.08%	126,000	-2.38%	123,000	-2.44%	120,000	0.00%	120,000
VTL Backup and other Storage Appliances	29,000	-3.45%	28,000	-7.14%	26,000	-7.69%	24,000	-6.25%	22,500	-11.11%	20,000
Tape Libraries	11,000	-4.55%	10,500	-4.76%	10,000	-10.00%	9,000	-5.56%	8,500	-11.76%	7,500
	175,000	-3.71%	168,500	-3.86%	162,000	-3.70%	156,000	-3.21%	151,000	-2.32%	147,500

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

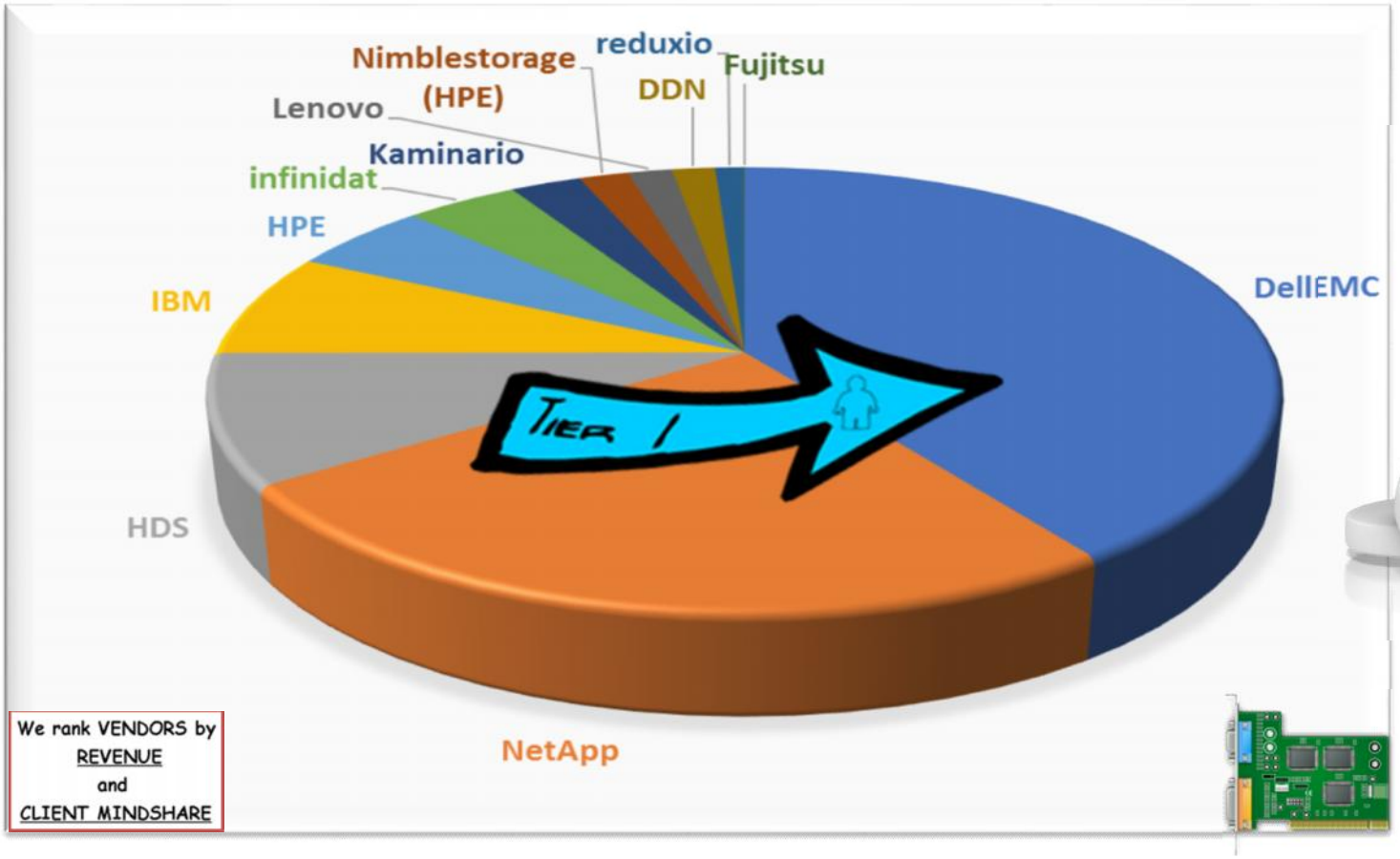
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

"storage" (manufacturers)

Disks (HDD and SSD)



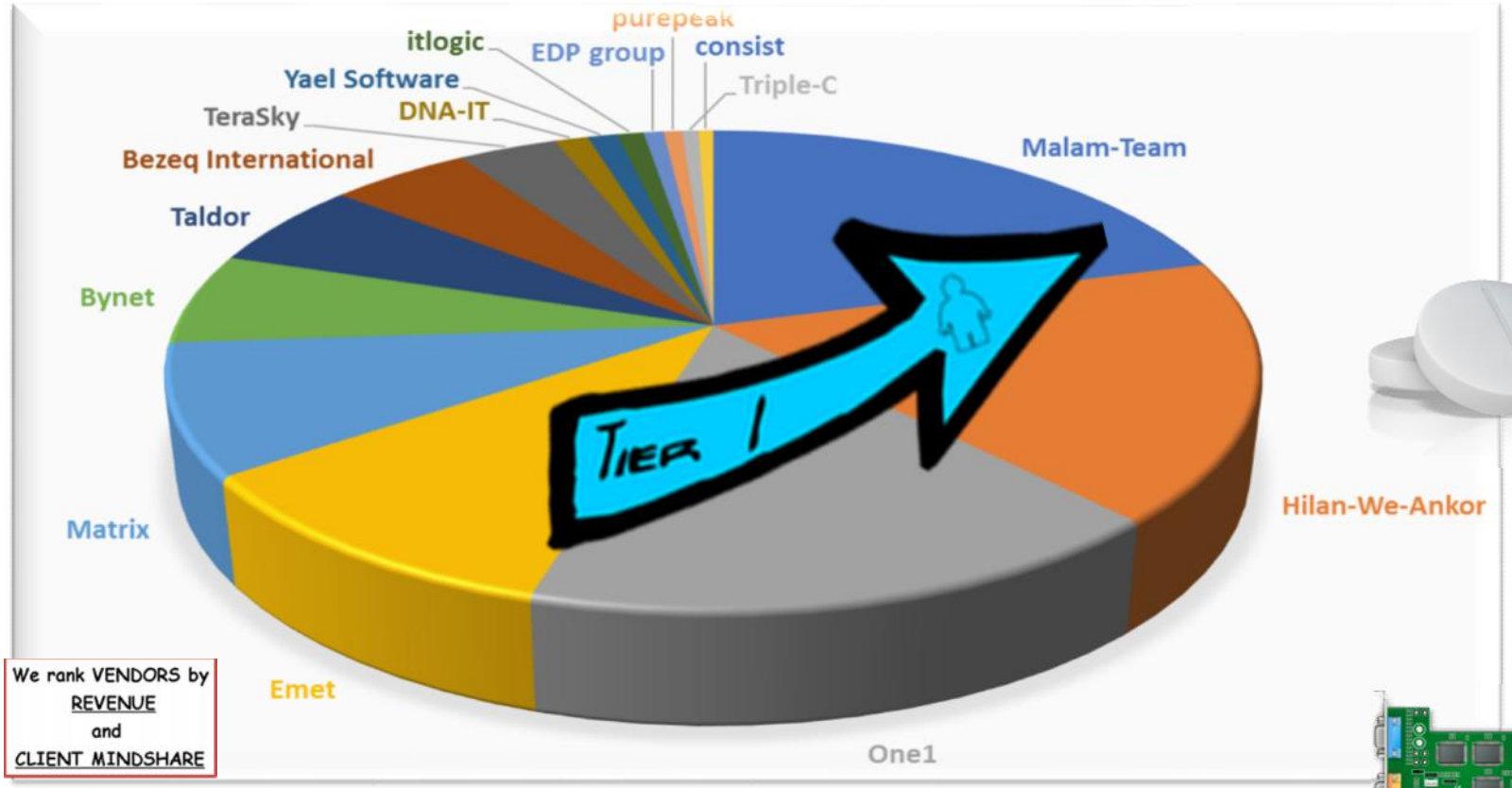
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

"storage" (VARs)

Disks (HDD and SSD)

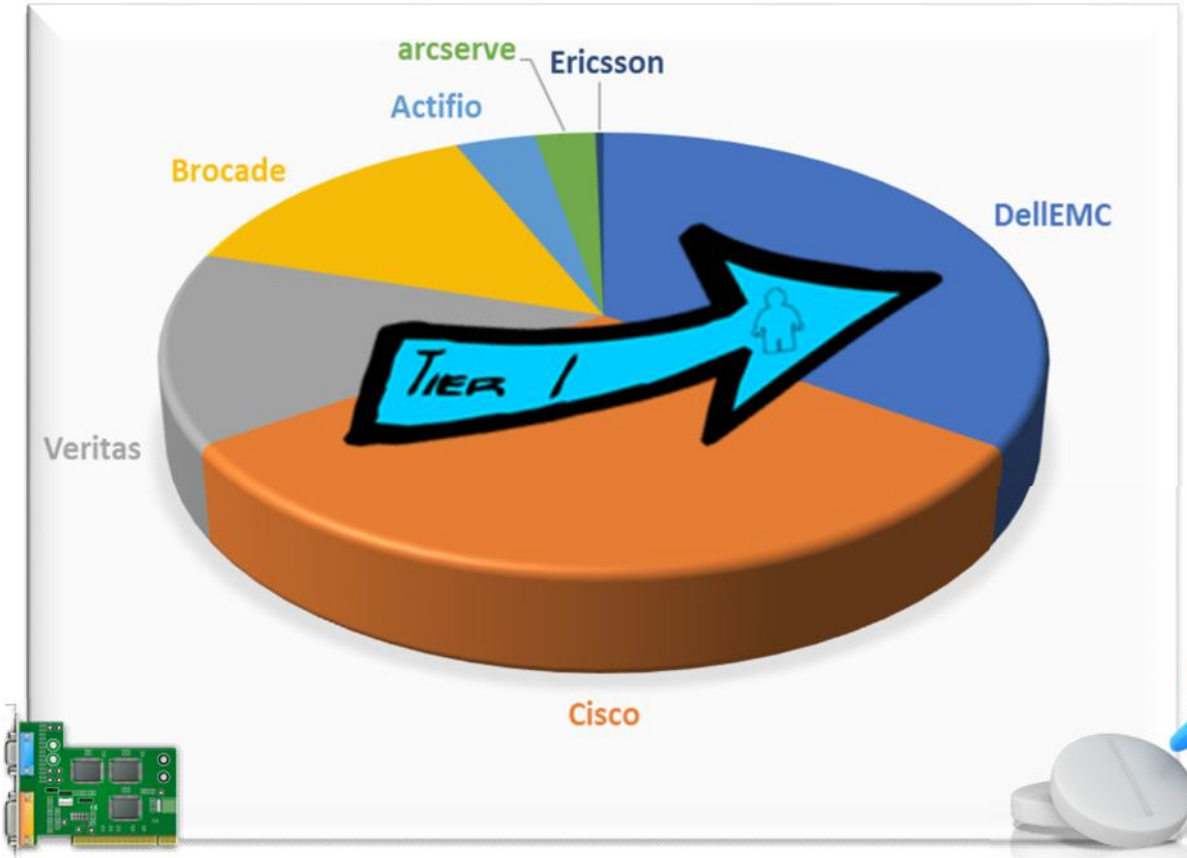


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

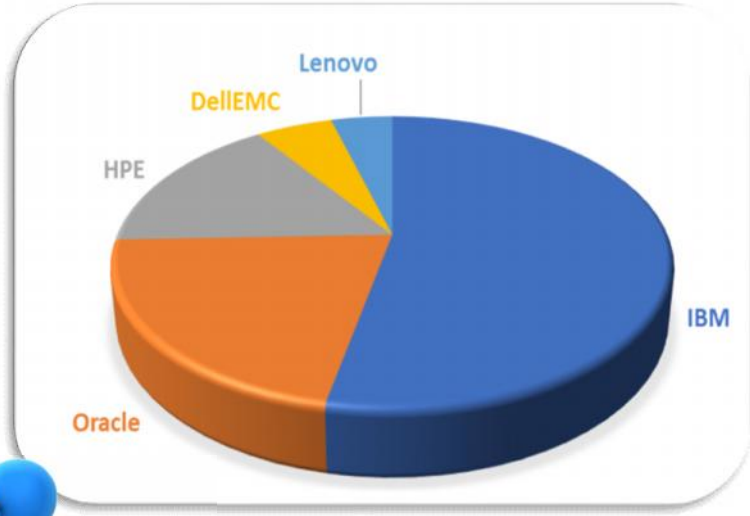
STKI Copyright@2017

"storage" (manufacturers)

VTL Backup , Storage Appliances and Storage Networks



Tape Libraries



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

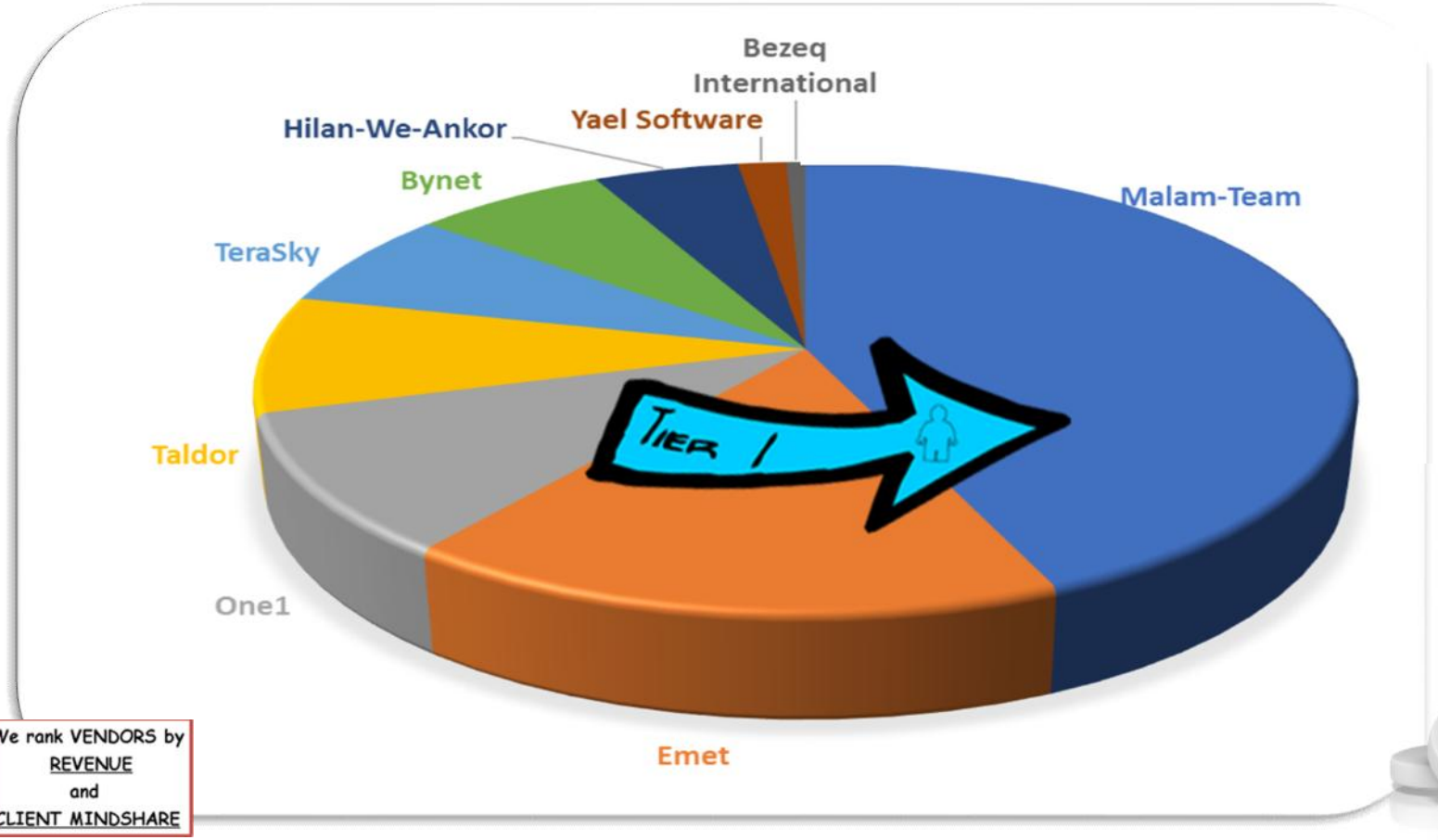
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

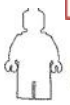
STKI Copyright@2017

"storage" (VARs)

VTL Backup , Storage Appliances and Storage Networks



We rank VENDORS by REVENUE and CLIENT MINDSHARE



v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security Appliances and Networking Markets

Enterprise Networking	Security / Cyber	VoIP/Call Center Equipment

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security Appliances and Networking Markets

	2014		2015		2016		2017		2018		2019
Enterprise Networking	205,000	0.98%	207,000	1.93%	211,000	1.90%	215,000	2.33%	220,000	2.27%	225,000
Security / Cyber	95,000	10.53%	105,000	14.29%	120,000	8.33%	130,000	5.38%	137,000	5.84%	145,000
VoIP/Call Center Equipment	55,000	-9.09%	50,000	-4.00%	48,000	-6.25%	45,000	4.44%	43,000	-6.98%	40,000
	355,000	1.97%	362,000	4.70%	379,000	2.90%	390,000	2.56%	400,000	2.50%	410,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

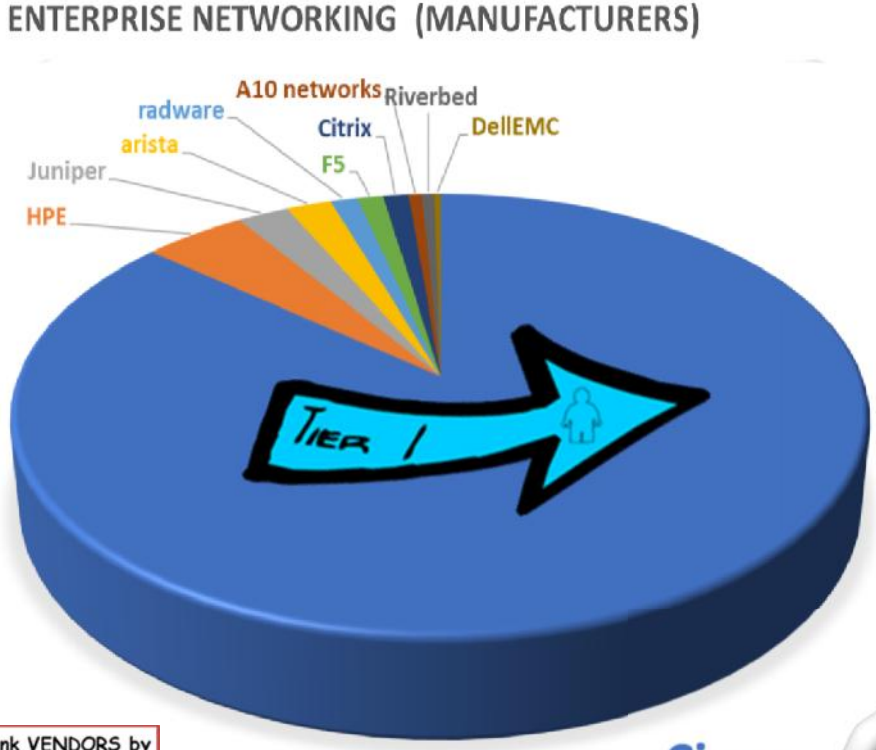
ALL AMOUNTS IN $K USD

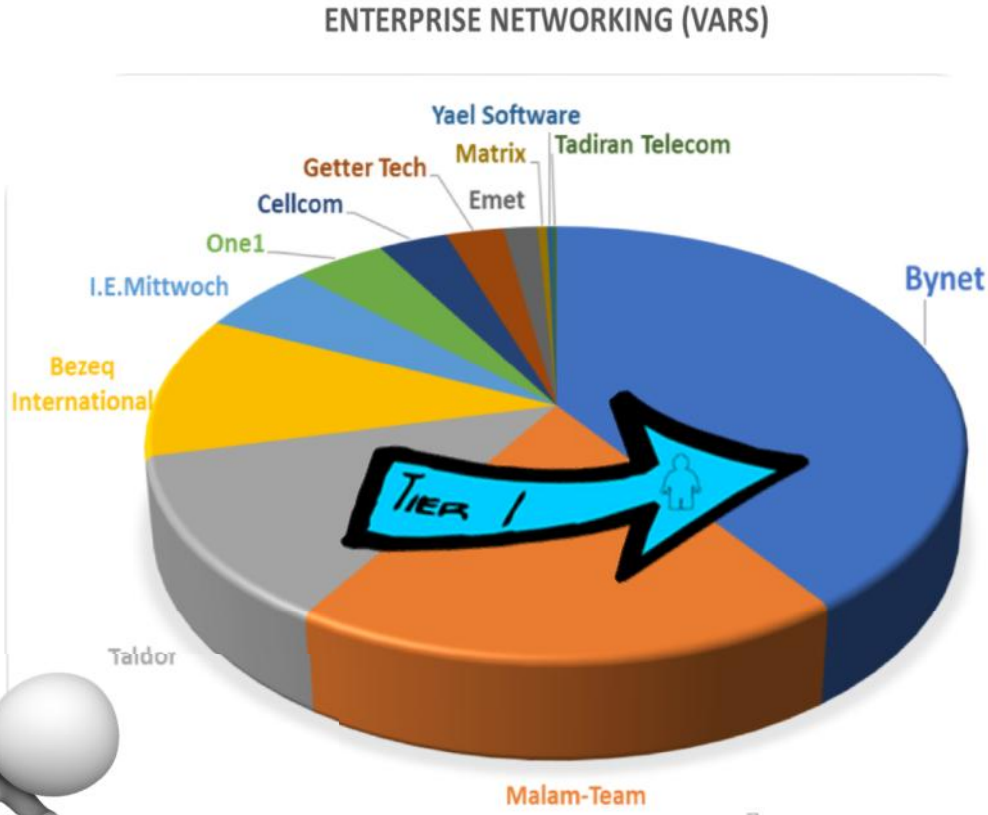
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Networking Products





We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

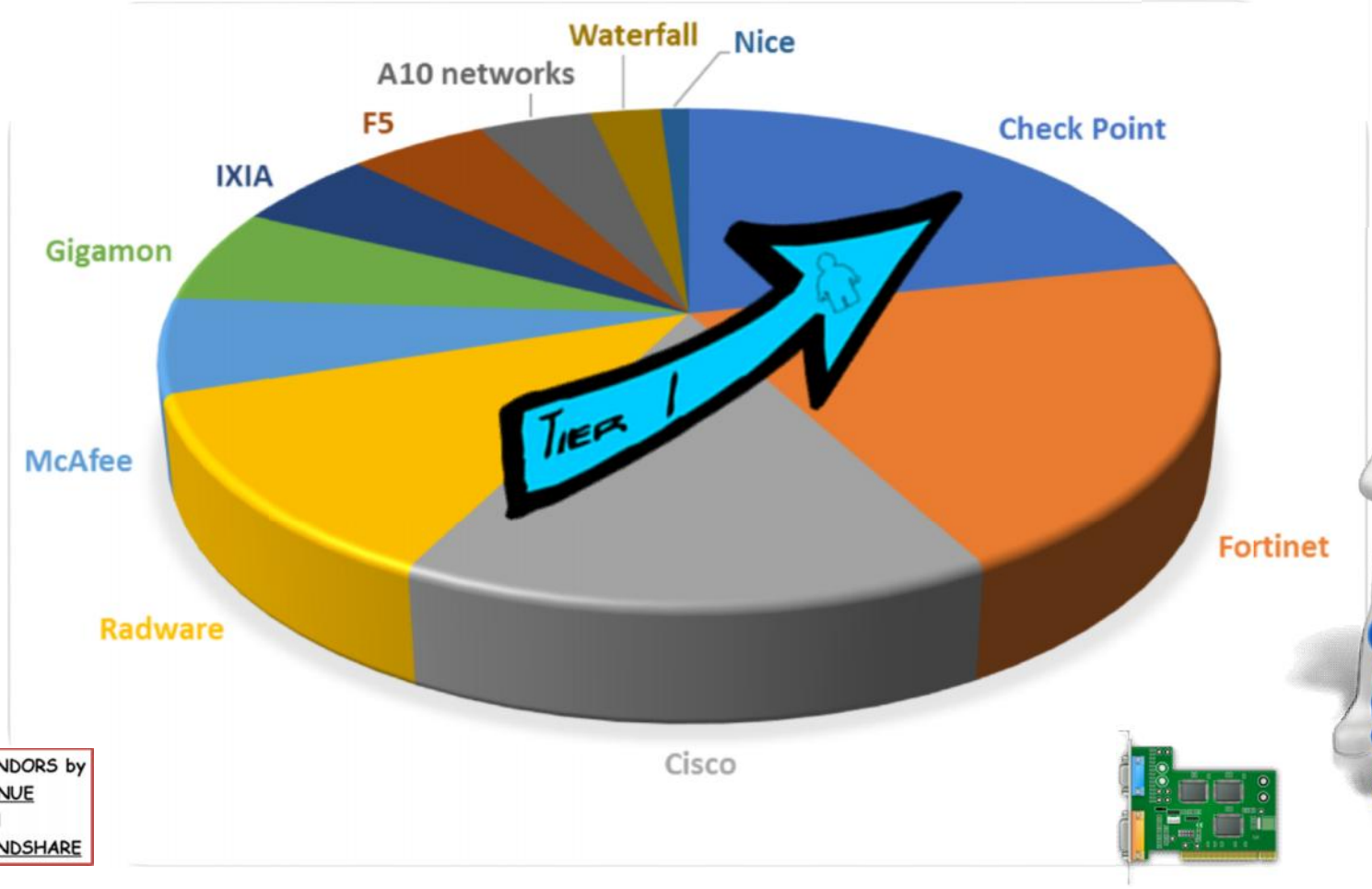
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security Appliances

SECURITY APPLIANCES (MANUFACTURERS)



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

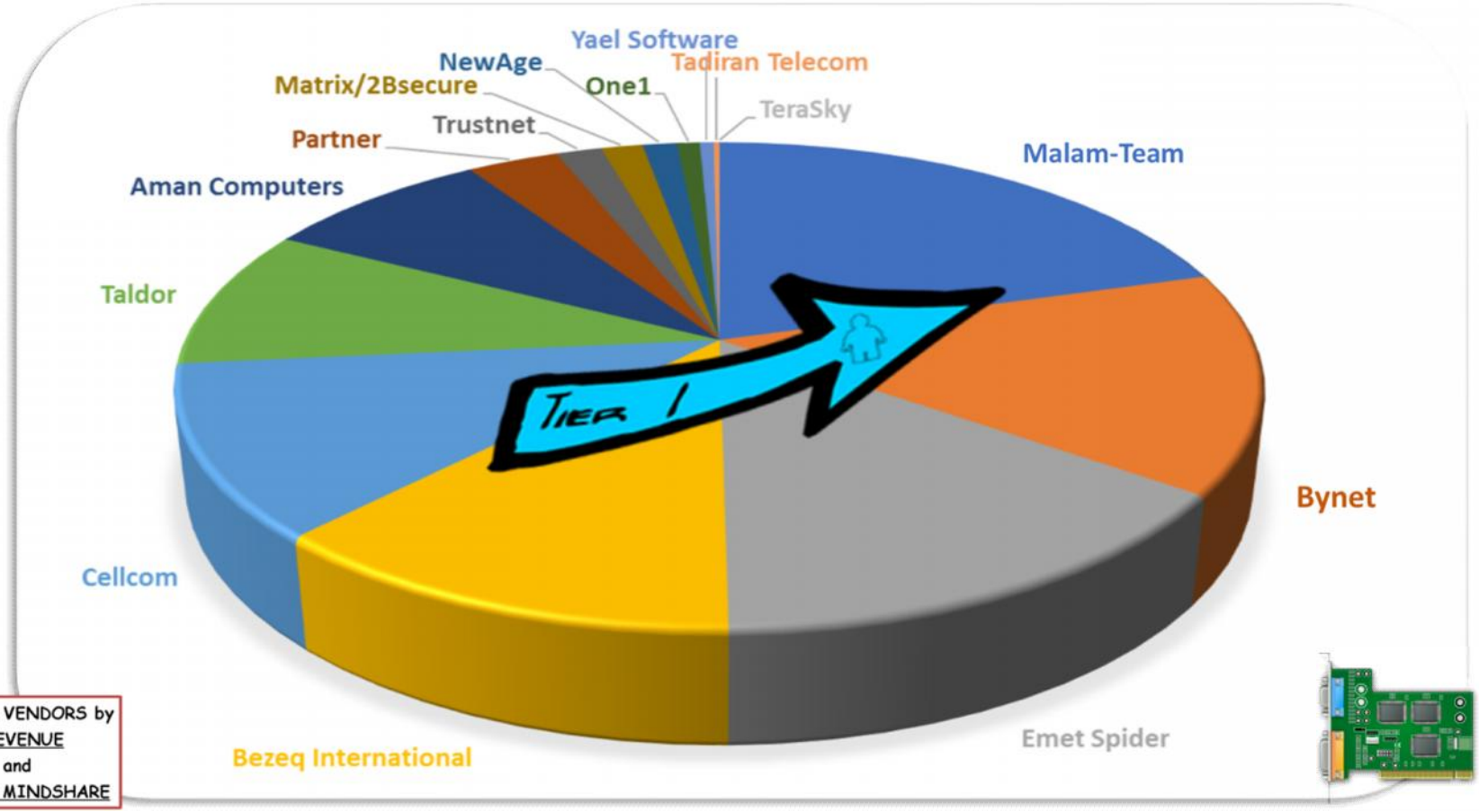
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security Appliances

SECURITY APPLIANCES (VARS)



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

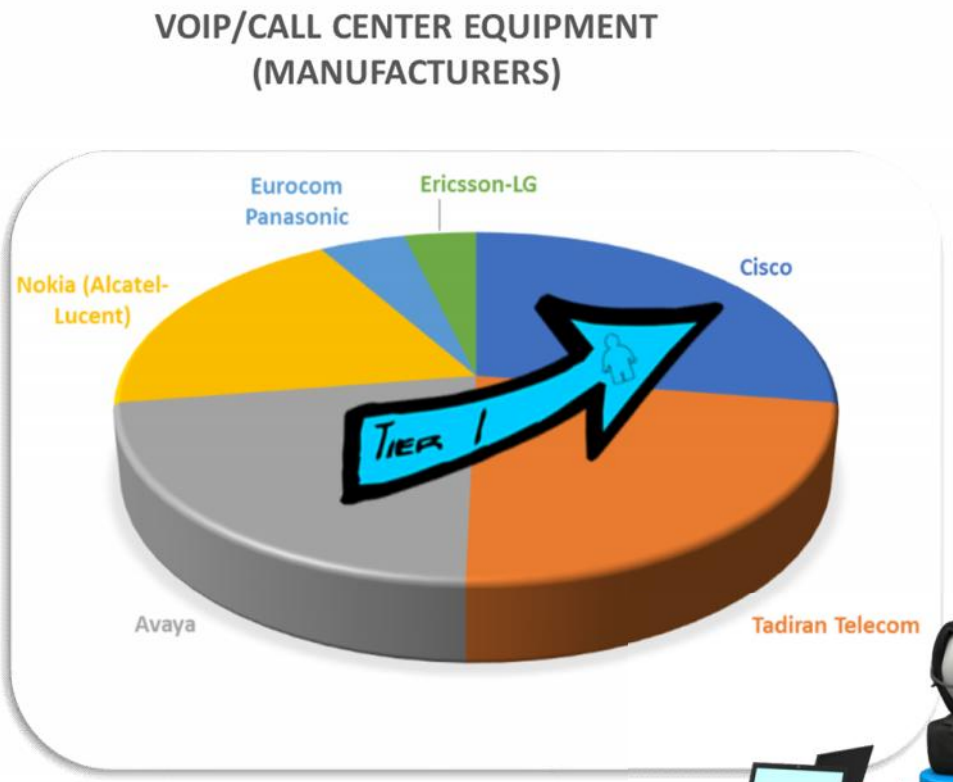
v2

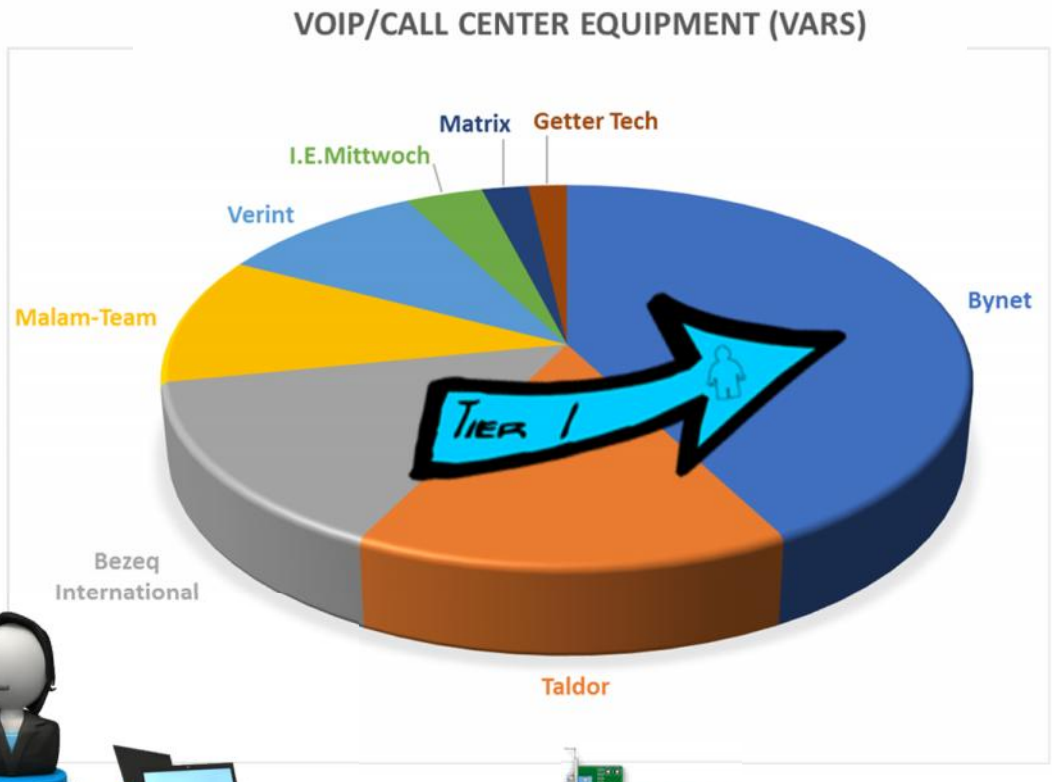
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

VoIP & other call center equipment





We rank VENDORS by REVENUE and CLIENT MINDSHARE

v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Printers, Monitors, Self Service & DC Equipment

Printers	Video, Monitors, Cassettes, misc., Etc	Data Center Physical Equipment	POS +Self Service (ATM/ Kiosks/ Other)

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Printers, Monitors, Self Service & DC Equipment

	2014		2015		2016		2017		2018		2019
Printers	92,000	-7.61%	85,000	-3.53%	82,000	-2.44%	80,000	-2.50%	78,000	-3.85%	75,000
MONITORS, CASSETTES, ETC	76,000	2.63%	78,000	-1.28%	77,000	-2.60%	75,000	-4.00%	72,000	-2.78%	70,000
Data Center Physical Equipment	95,000	-1.05%	94,000	-2.13%	92,000	-2.17%	90,000	-3.33%	87,000	-2.30%	85,000
POS +Self Service (ATM/Kiosks/other)	127,000	6.30%	135,000	7.41%	145,000	6.90%	155,000	9.68%	170,000	8.82%	185,000
	390,000	0.51%	392,000	1.02%	396,000	1.01%	400,000	1.75%	407,000	1.97%	415,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

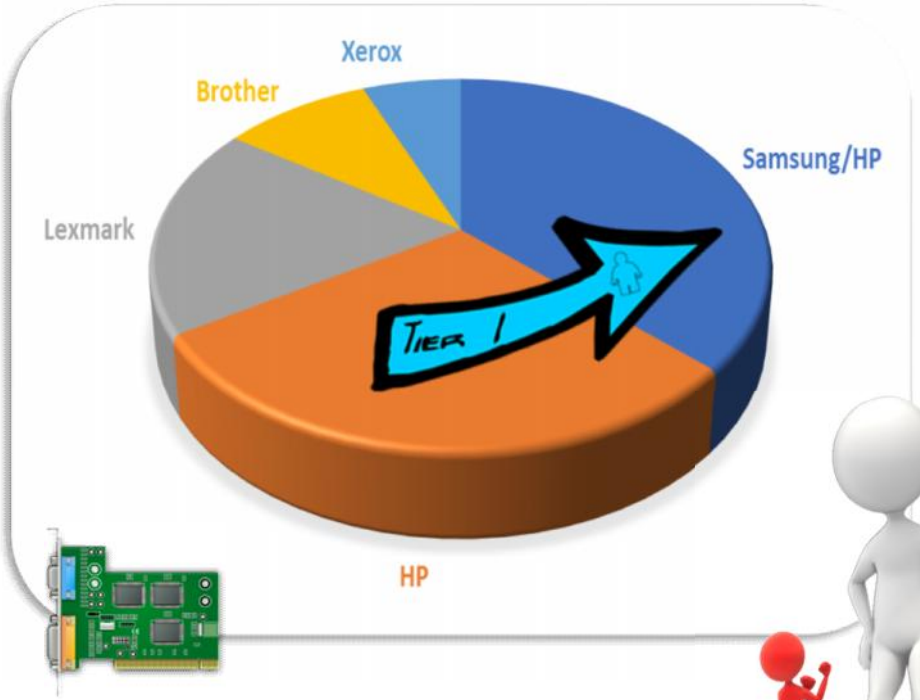
v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

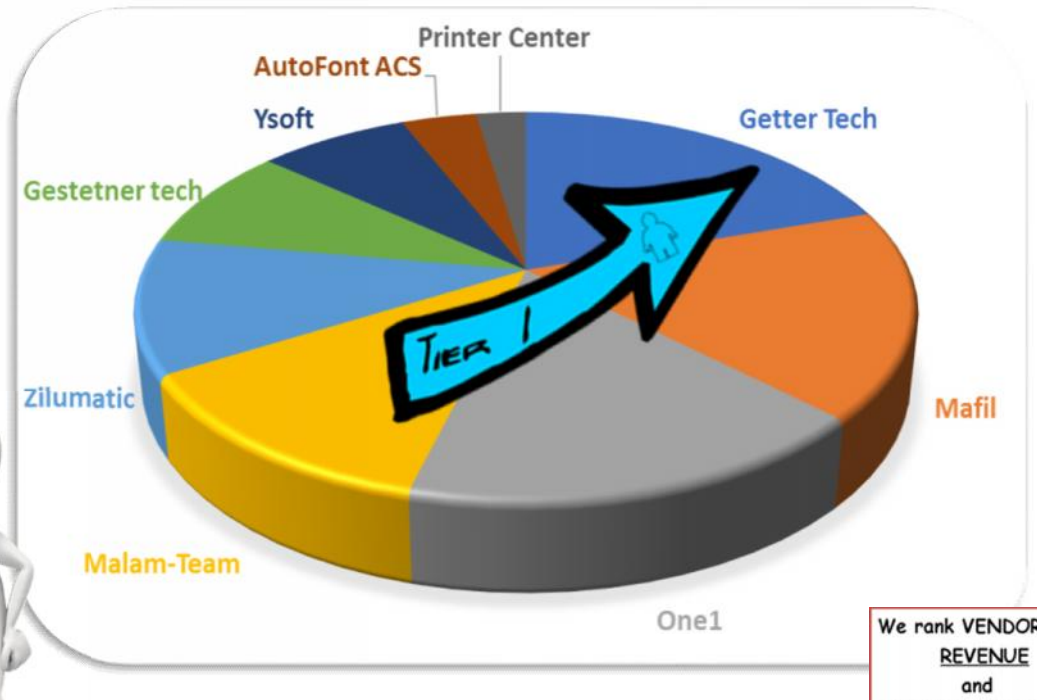
STKI Copyright@2017

Enterprise Printers

Enterprise Printers (manufacturers)



Enterprise Printers (VARs)



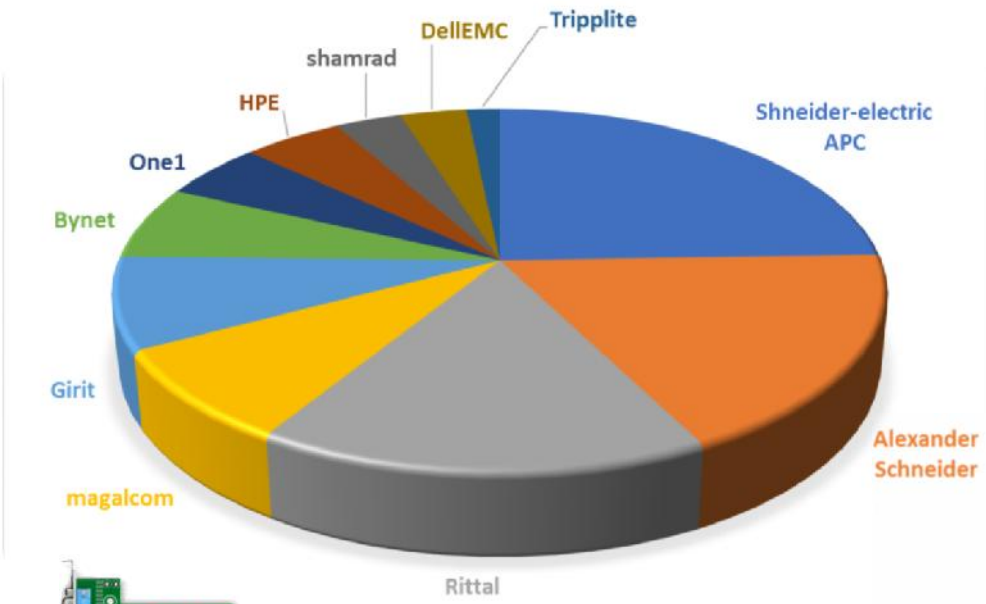
We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

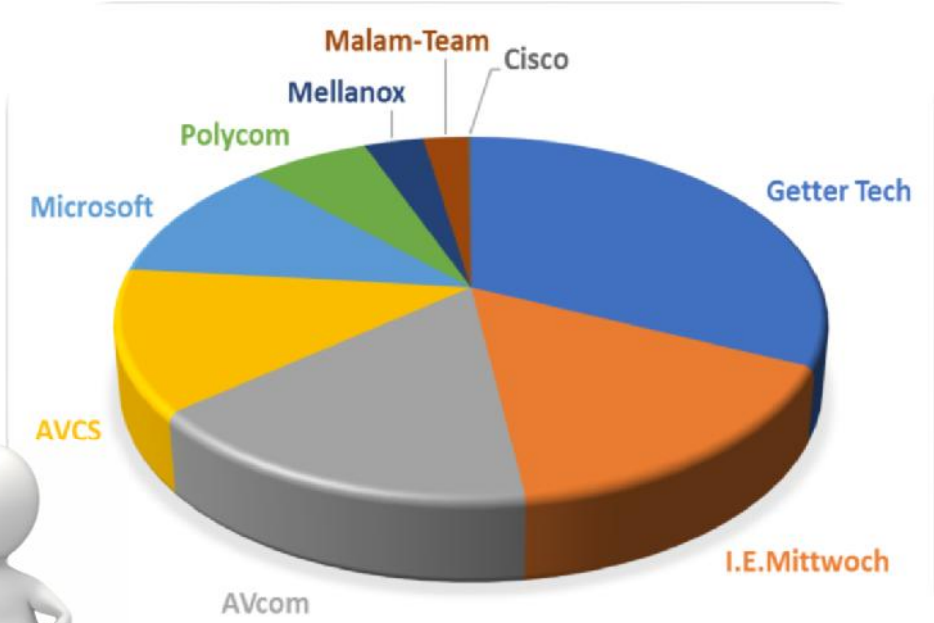
STKI Copyright@2017

DC Equipment, monitors and Video Systems (VARs & Manuf.)

DATA CENTER PHYSICAL EQUIPMENT



MISC., VIDEO, MONITORS, CASSETTES, ETC



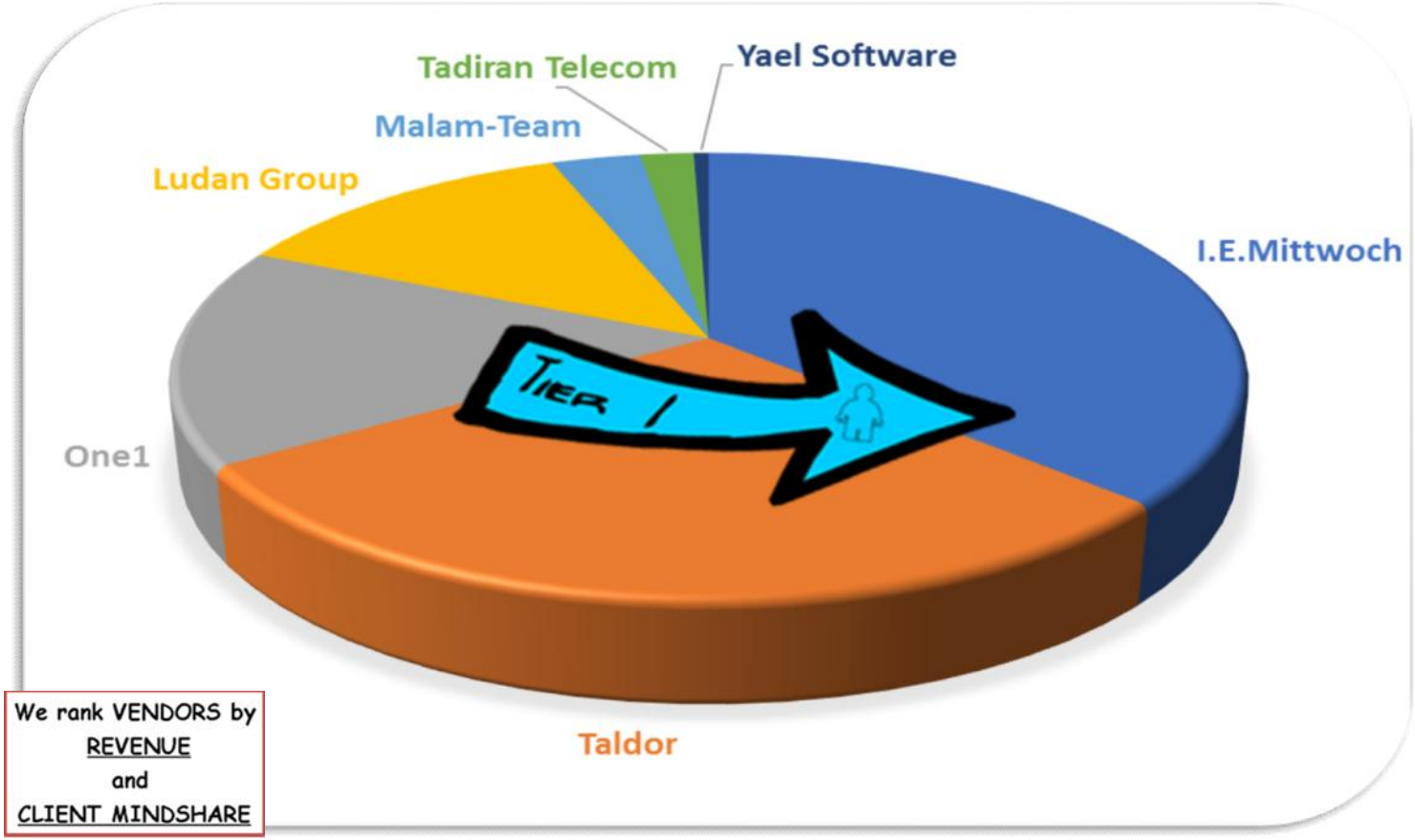
We rank VENDORS by REVENUE and CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

POS ,Self-Service Appliances

POS +SELF SERVICE (ATM/KIOSKS/OTHER)



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

stki.info

STKI Summit 2017

Israeli IT Market

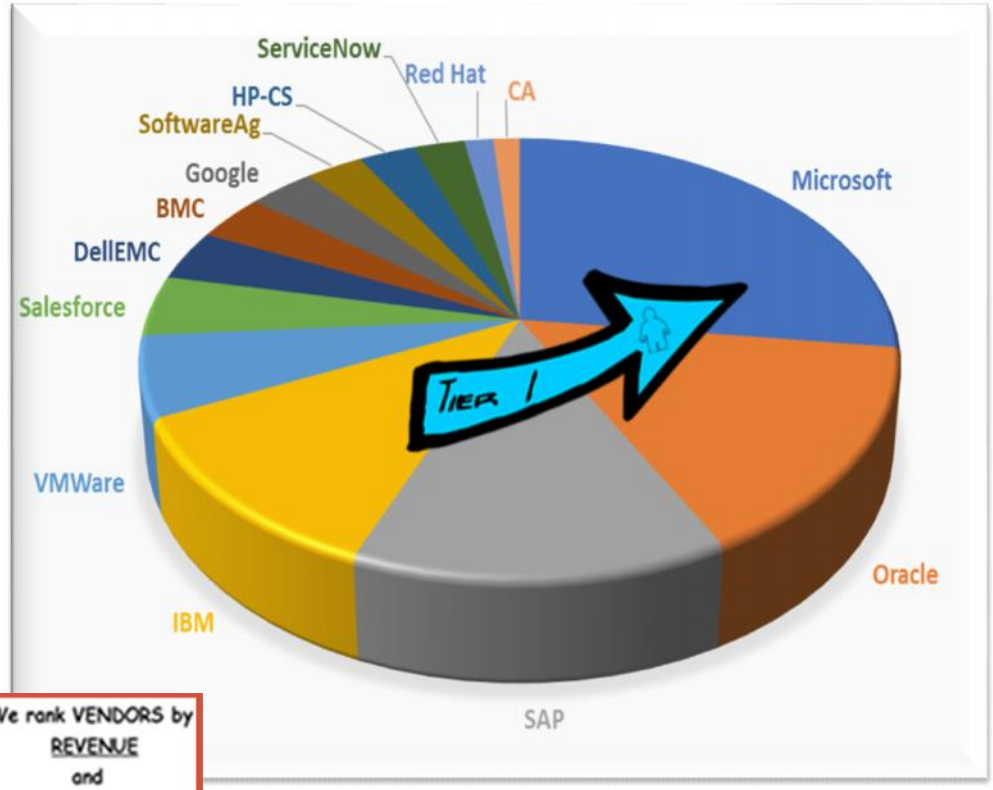
Software Market : Tiers

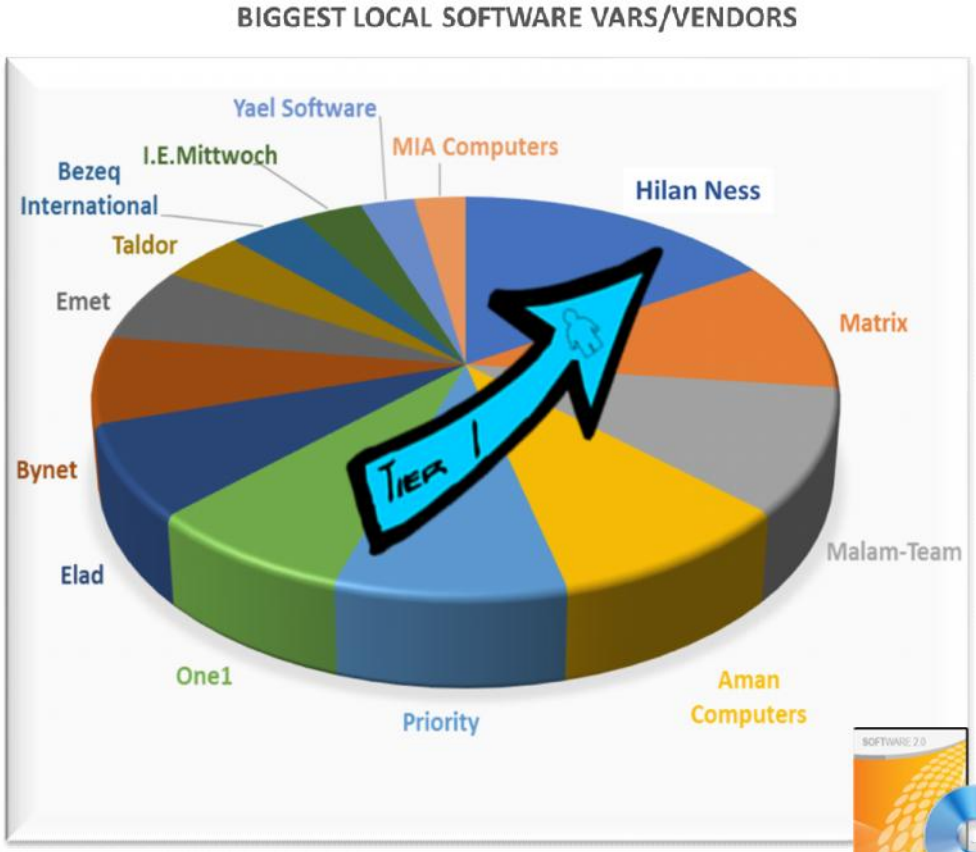
2015 Israel Software Market

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Vendors in the Software (on/off premises) markets





We rank VENDORS by REVENUE and CLIENT MINDSHARE

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

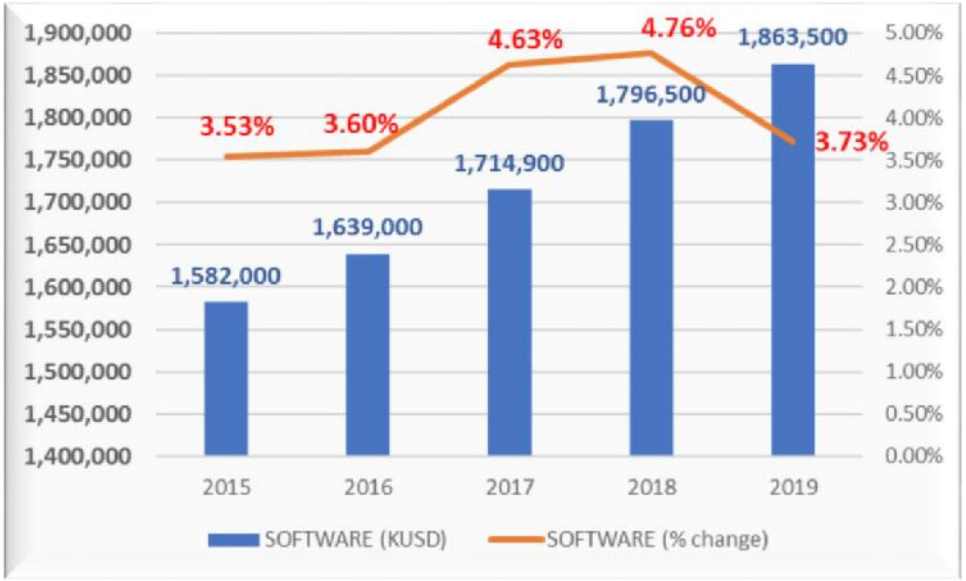
STKI Copyright@2017

IT Software Total Market 2014-2019

SOFTWARE

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD



	2014	2015		2016		2017		2018		2019	
SOFTWARE	$1,528,000	3.53%	$1,582,000	3.60%	$1,639,00	4.63%	$1,714,900	4.76%	$1,796,500	3.73%	$1,863,500

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

System Infrastructure Software

System Software (OS, Middleware Virtualization Etc)	Storage & Backup	Databases (SQL NOSQL)	Cloud Brokerage Software	Private Cloud And Automation Tools

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

System Infrastructure Software

	2014		2015		2016		2017		2018		2019
System Software (OS, Middleware Virtualization etc)	172,000	-4.07%	165,000	-3.03%	160,000	-1.25%	158,000	-1.90%	155,000	-4.52%	148,000
Storage & Backup	68,000	5.88%	72,000	4.17%	75,000	4.00%	78,000	5.13%	82,000	4.88%	86,000
Databases (SQL NOSQL)	81,000	-2.47%	79,000	-8.86%	72,000	-6.94%	67,000	-2.99%	65,000	-4.62%	62,000
Cloud Brokerage Software					2,000	75.00%	3,500	71.43%	6,000	50.00%	9,000
private cloud and automation tools			16,000	12.50%	18,000	16.67%	21,000	14.29%	24,000	10.42%	26,500
	321,000	3.43%	332,000	-1.51%	327,000	0.15%	327,500	1.37%	332,000	-0.15%	331,500

We rank VENDORS by REVENUE and CLIENT MINDSHARE

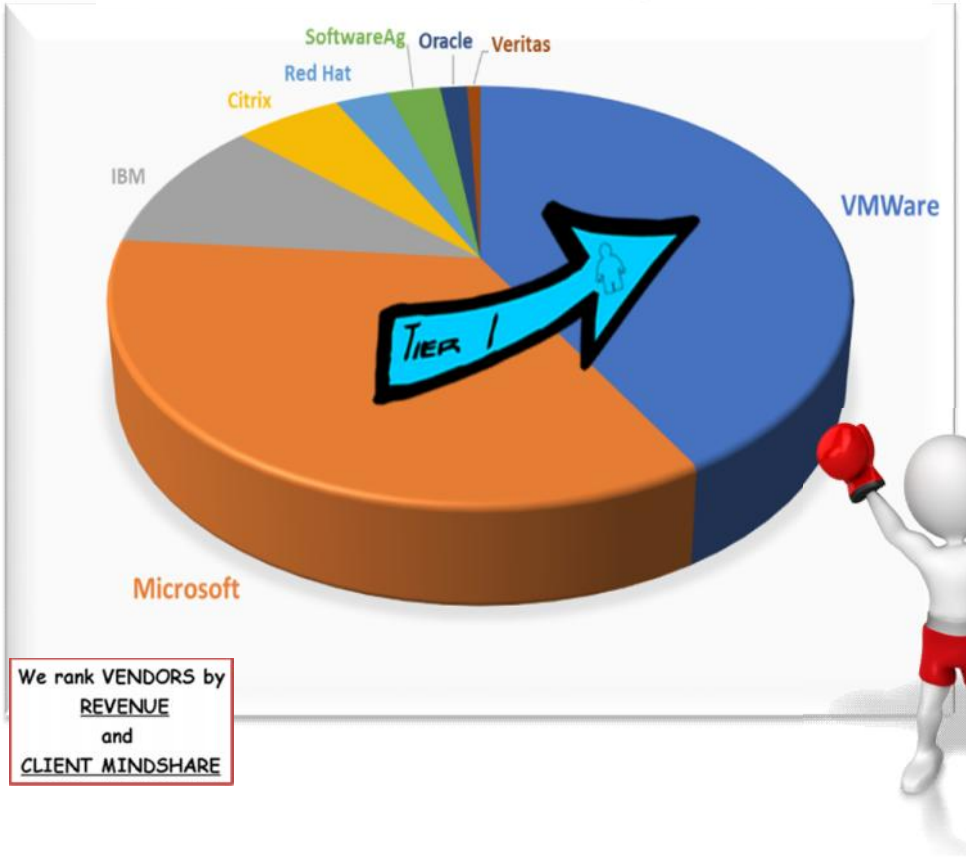
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

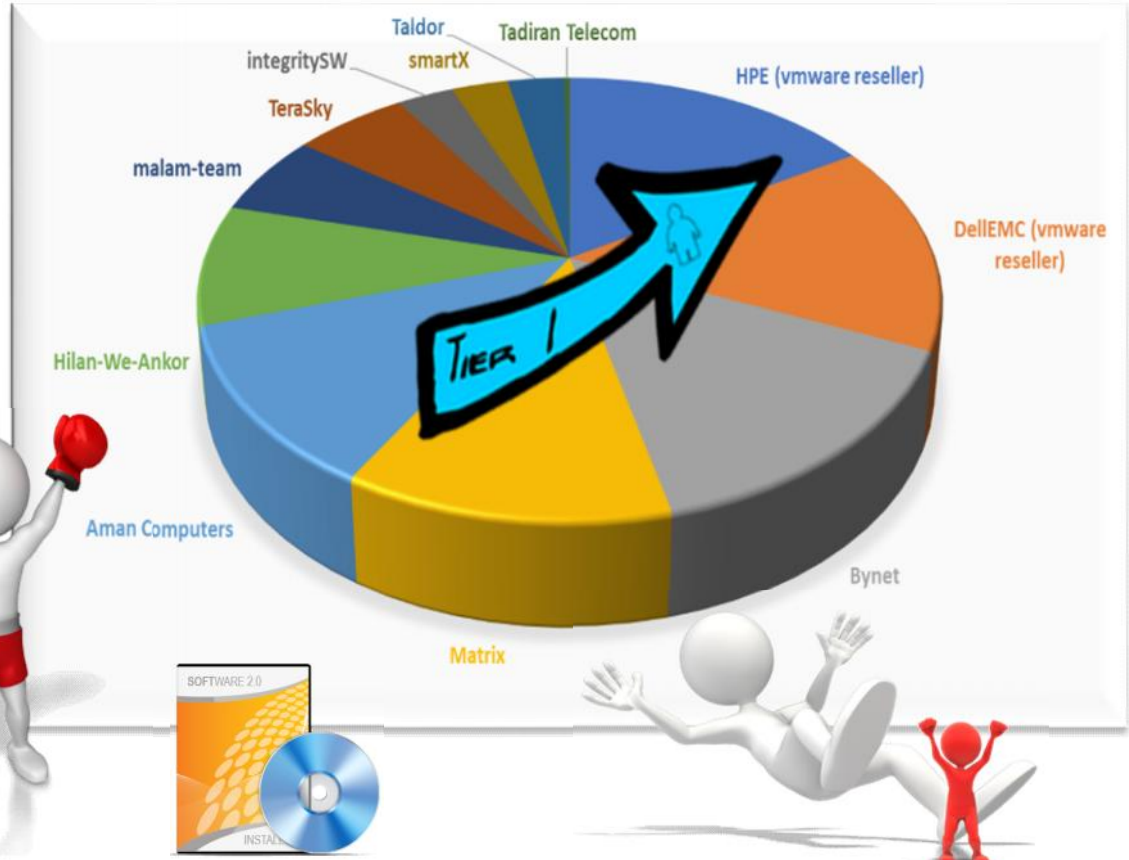
System Software Vendors

SYSTEM SOFTWARE (OS, MIDDLEWARE VIRTUALIZATION ETC)



We rank VENDORS by REVENUE and CLIENT MINDSHARE

SYSTEM SOFTWARE (OS, MIDDLEWARE VIRTUALIZATION ETC) **VARs**

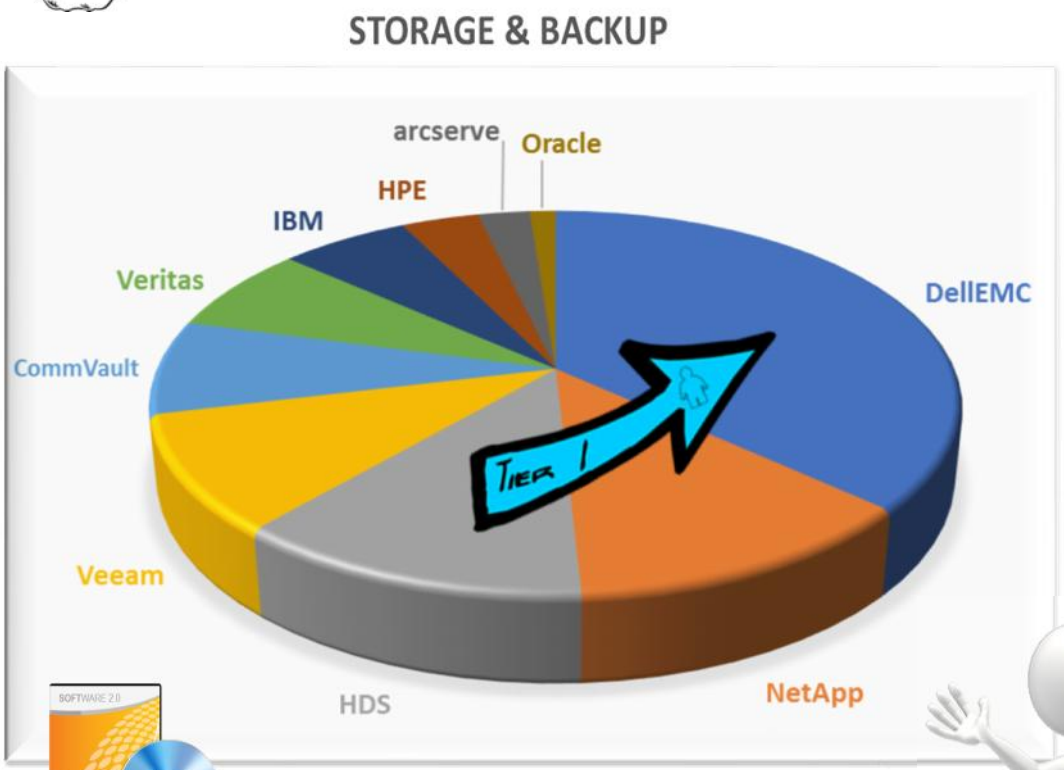


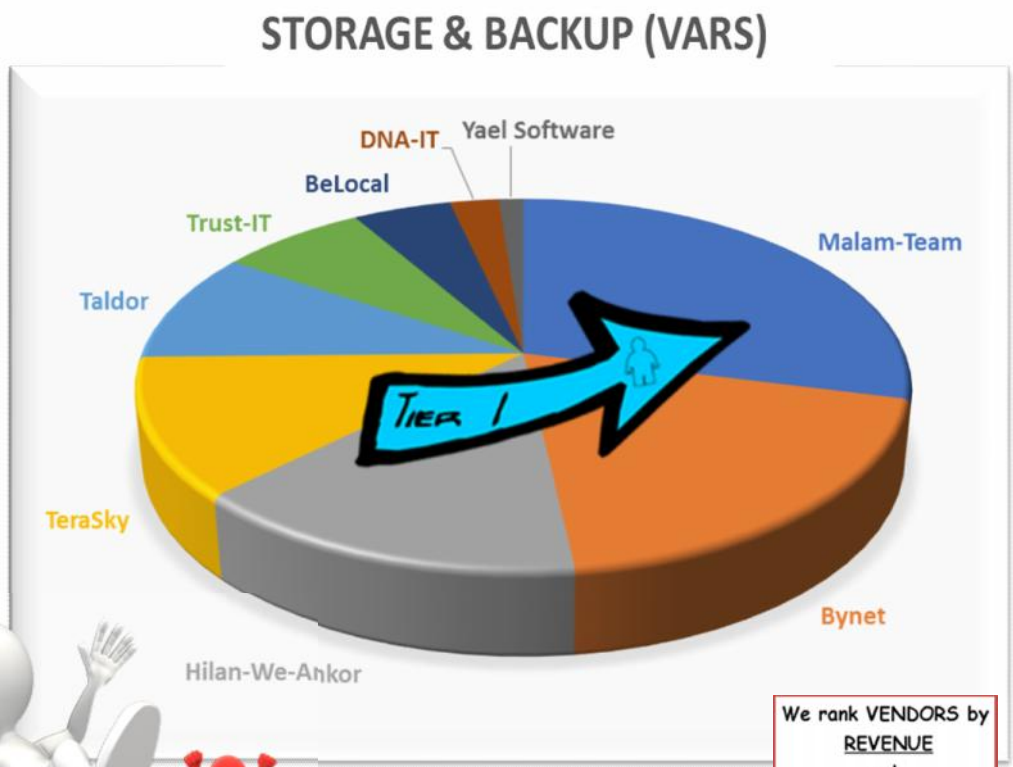
v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Storage and Backup Software





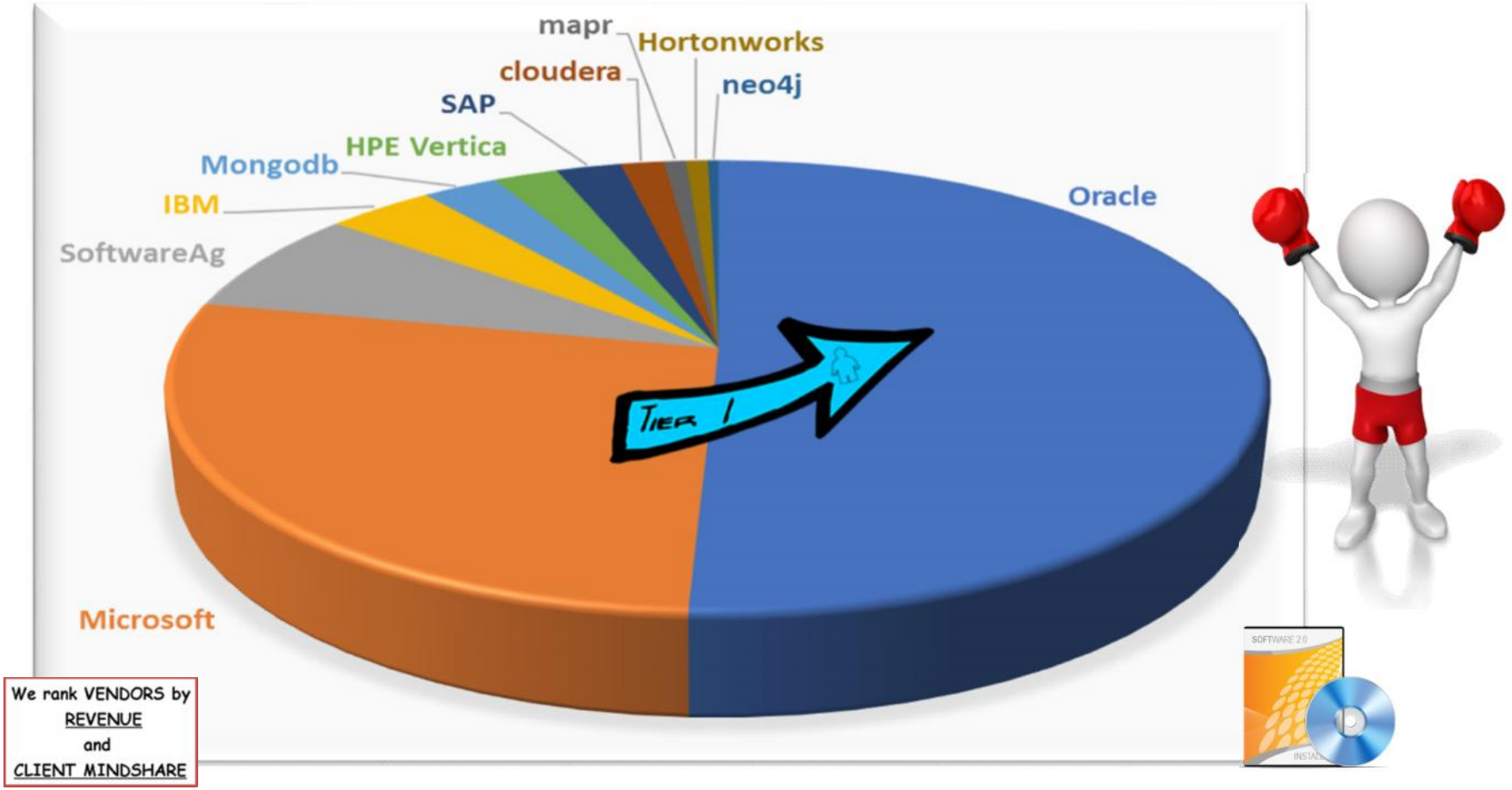
We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Databases (SQL NOSQL)

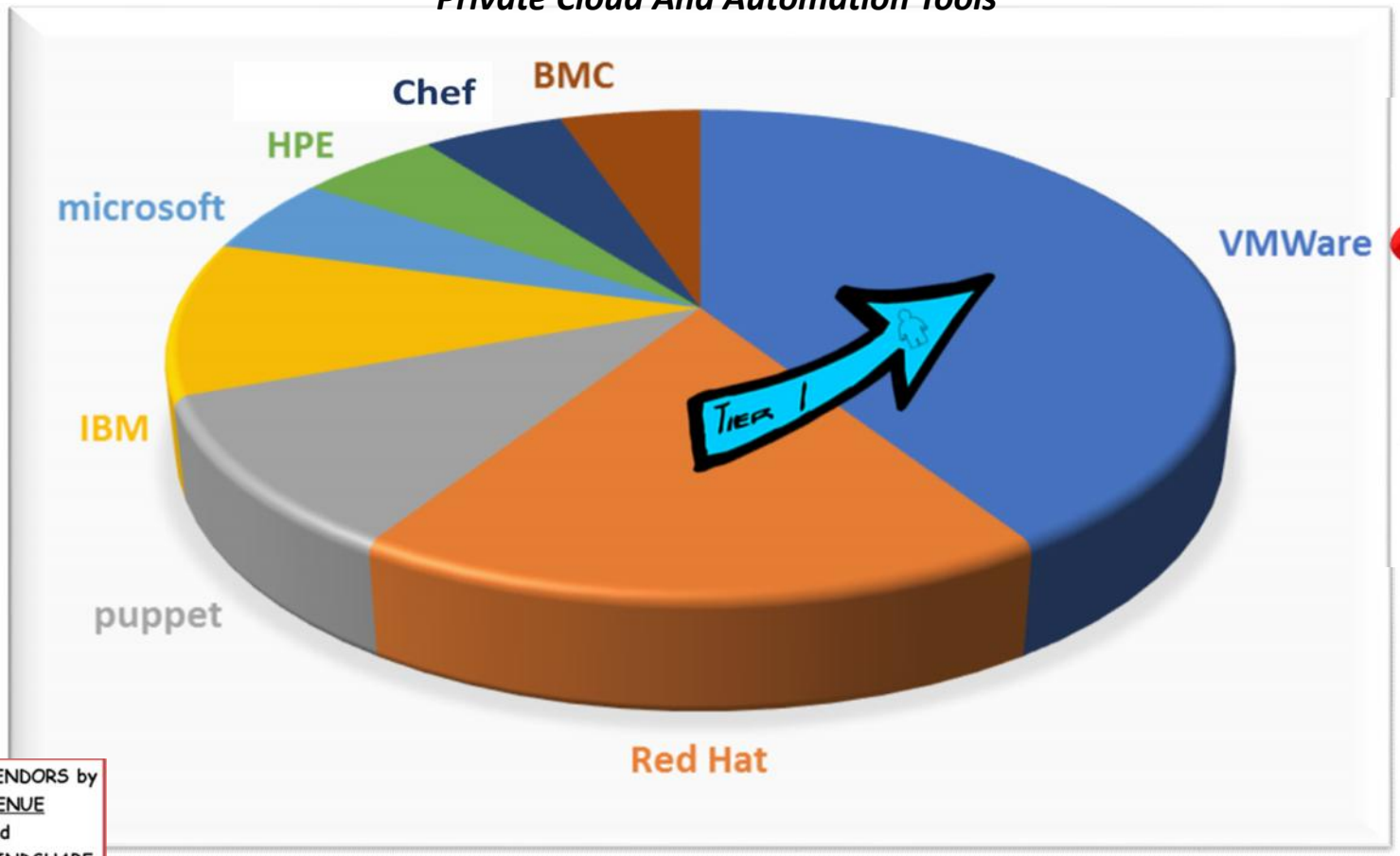


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Private Cloud and Automation Tools

Private Cloud And Automation Tools



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Middleware and IT Management Tools

Middleware	IT Mgmt Tools
• App\WEB server, ESB, SOA, BPM, ETL, FTP, Emulation, Messaging, BRMS etc.	• BSM, ITSM (Asset Management, Service Desk, APM, Monitoring etc)

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Middleware and IT Management Tools

	2014		2015	2016		2017		2018		2019
App\WEB server, ESB, SOA, BPM, ETL, FTP, Emulation, Messaging, BRMS etc.	51,000	1.96%	52,000	3.85%	54,000	3.70%	56,000	7.14%	60,000	5.00%	63,000
BSM, ITSM (Asset Management, Service Desk, APM, Monitoring etc)	105,000	-2.86%	102,000	3.92%	106,000	3.77%	110,000	4.55%	115,000	3.48%	119,000
	156,000	-1.28%	154,000	3.90%	160,000	3.75%	166,000	5.42%	175,000	4.00%	182,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

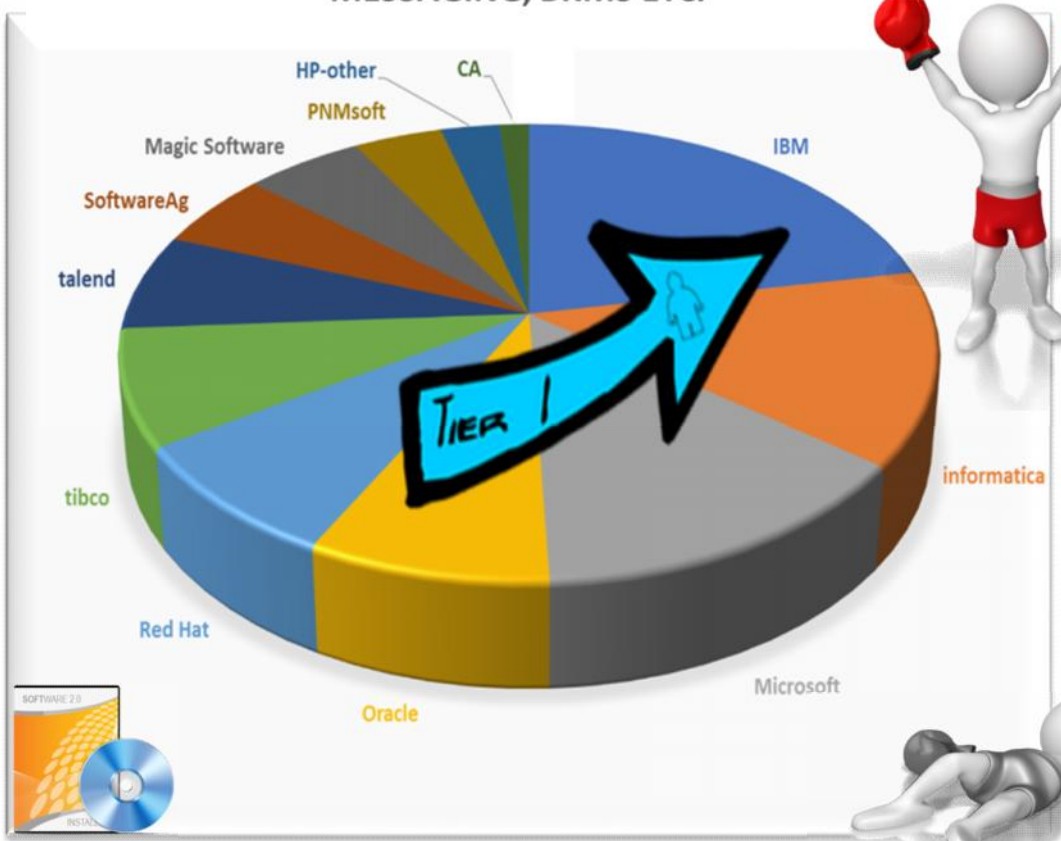
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

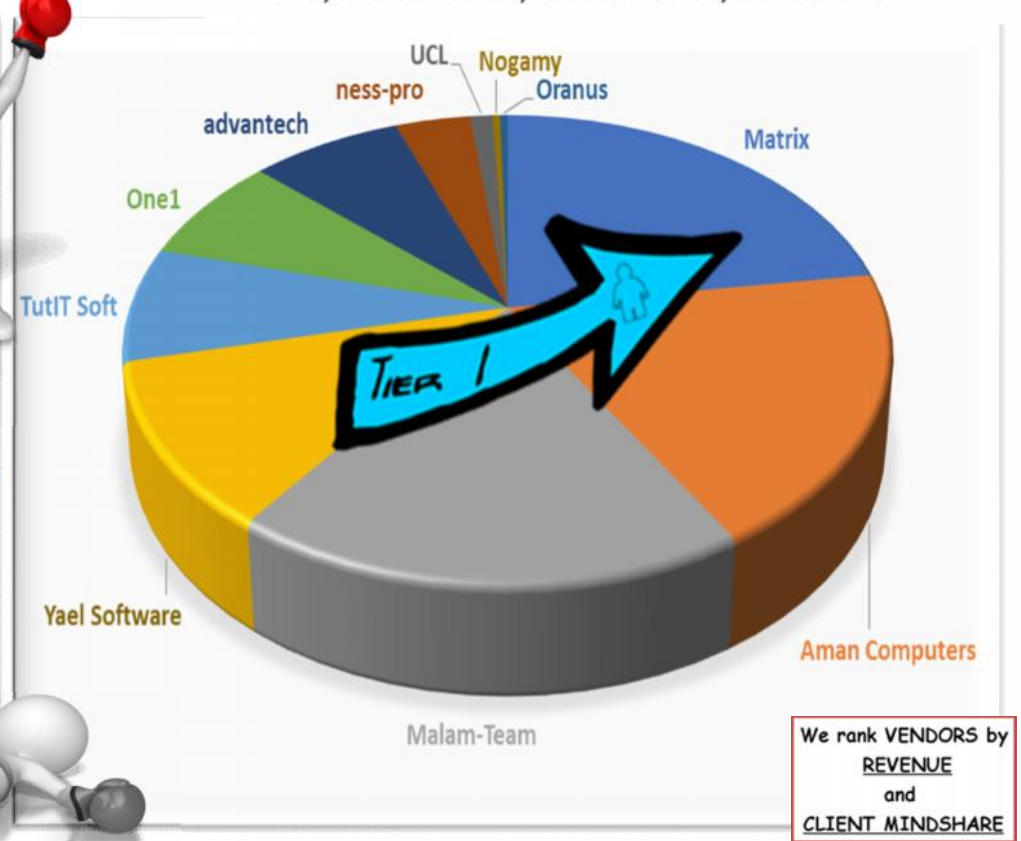
STKI Copyright@2017

Middleware Software

APP\WEB SERVER, ESB, SOA, BPM, ETL, FTP, EMULATION, MESSAGING, BRMS ETC.



VARS FOR: APP\WEB SERVER, ESB, SOA, BPM, ETL, FTP, EMULATION, MESSAGING, BRMS ETC.



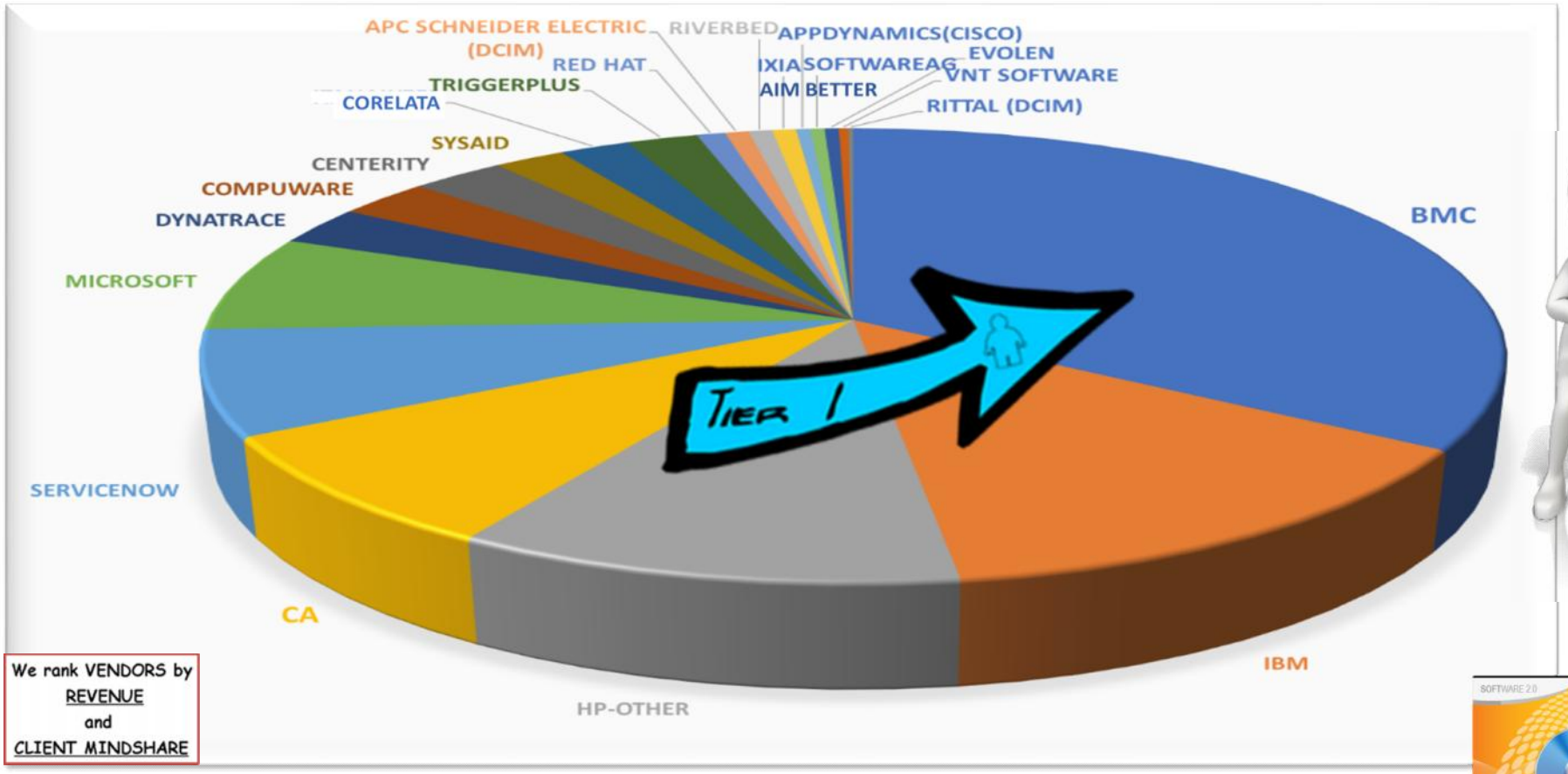
We rank VENDORS by REVENUE and CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT Operations Tools

BSM, ITSM (Asset Management, Service Desk, APM, Monitoring), Workload Scheduling & Automation



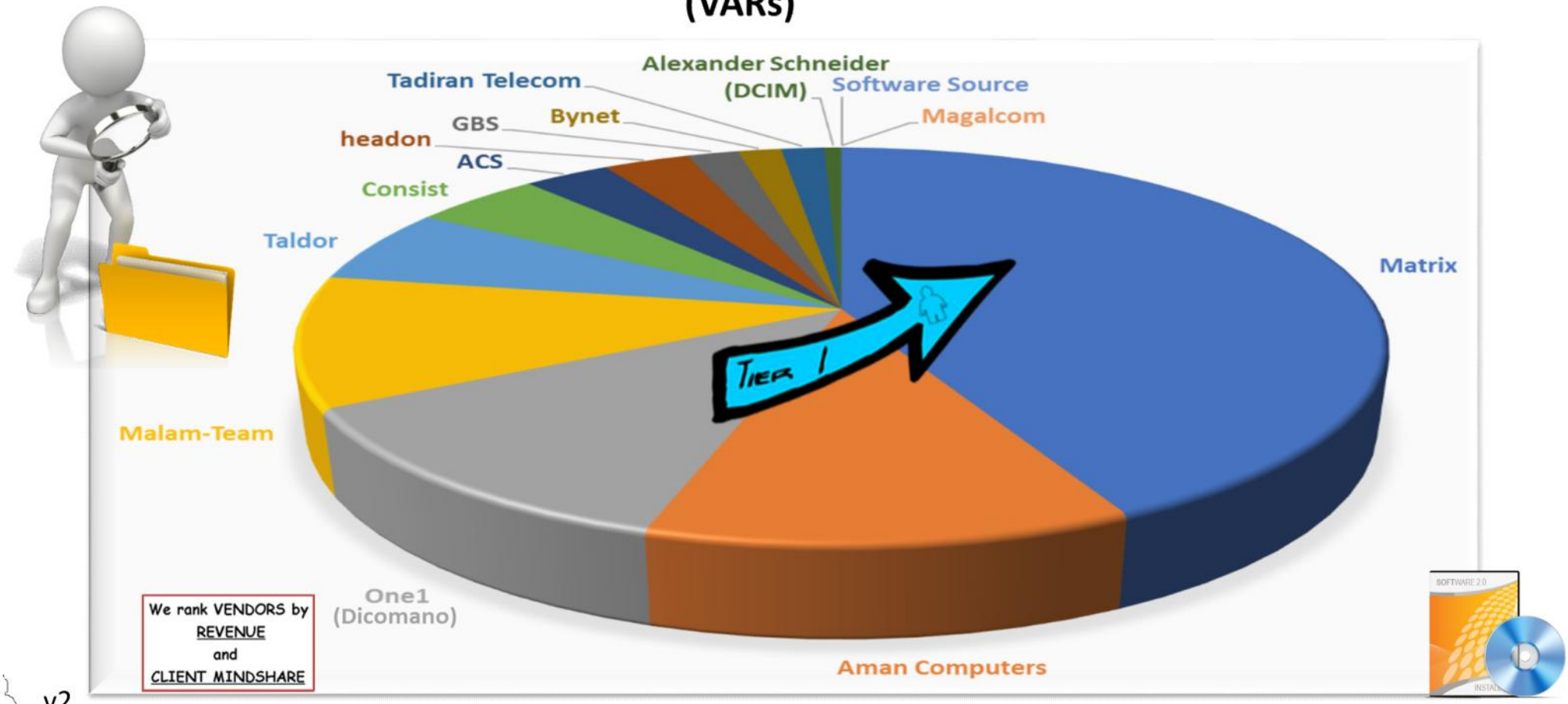
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT Operations Tools

BSM, ITSM (Asset Management, Service Desk, APM, Monitoring), Workload Scheduling & Automation (VARs)



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security Software

Access Control \ IDM Systems \Authentication	Antivirus \ Endpoint Software \ EDR Entpoint Detection& Response	Deception\honeypots	Mobile Security (MDM\MAM)	Other Security Software

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security Software

	2014		2015		2016		2017		2018		2019
Access Control \ IDM Systems \authentication	14,500	10.34%	16,000	12.50%	18,000	8.33%	19,500	7.69%	21,000	9.52%	23,000
Antivirus \ endpoint software \ EDR entpoint detection& response	28,500	5.26%	30,000	6.67%	32,000	9.38%	35,000	11.43%	39,000	7.69%	42,000
Deception\honeypots			6,500	7.69%	7,000	7.14%	7,500	13.33%	8,500	17.65%	10,000
Mobile security (MDM\MAM)	7,000	7.14%	7,500	6.67%	8,000	18.75%	9,500	15.79%	11,000	9.09%	12,000
other security software	100,000	0.00%	100,000	5.00%	105,000	3.33%	108,500	3.23%	112,000	2.68%	115,000
	150,000	6.67%	160,000	6.25%	170,000	5.88%	180,000	6.39%	191,500	5.48%	202,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security/ Cyber Software Vendors

TIER 2

IMPERVA
HPE
F5
MICROSOFT
FORESCOUT
FORTINET
PALOALTO
LANDESK (LETMOBILE)
ACCESS LAYERS PORTNOX
TRAPX
WHITESOURCE
ORACLE
WATERFALL
COVERTIX
CRYPTZONE
ESET
CALCOM
CHECKMARK
INTELLINX
PINEAPP
PORTNOX

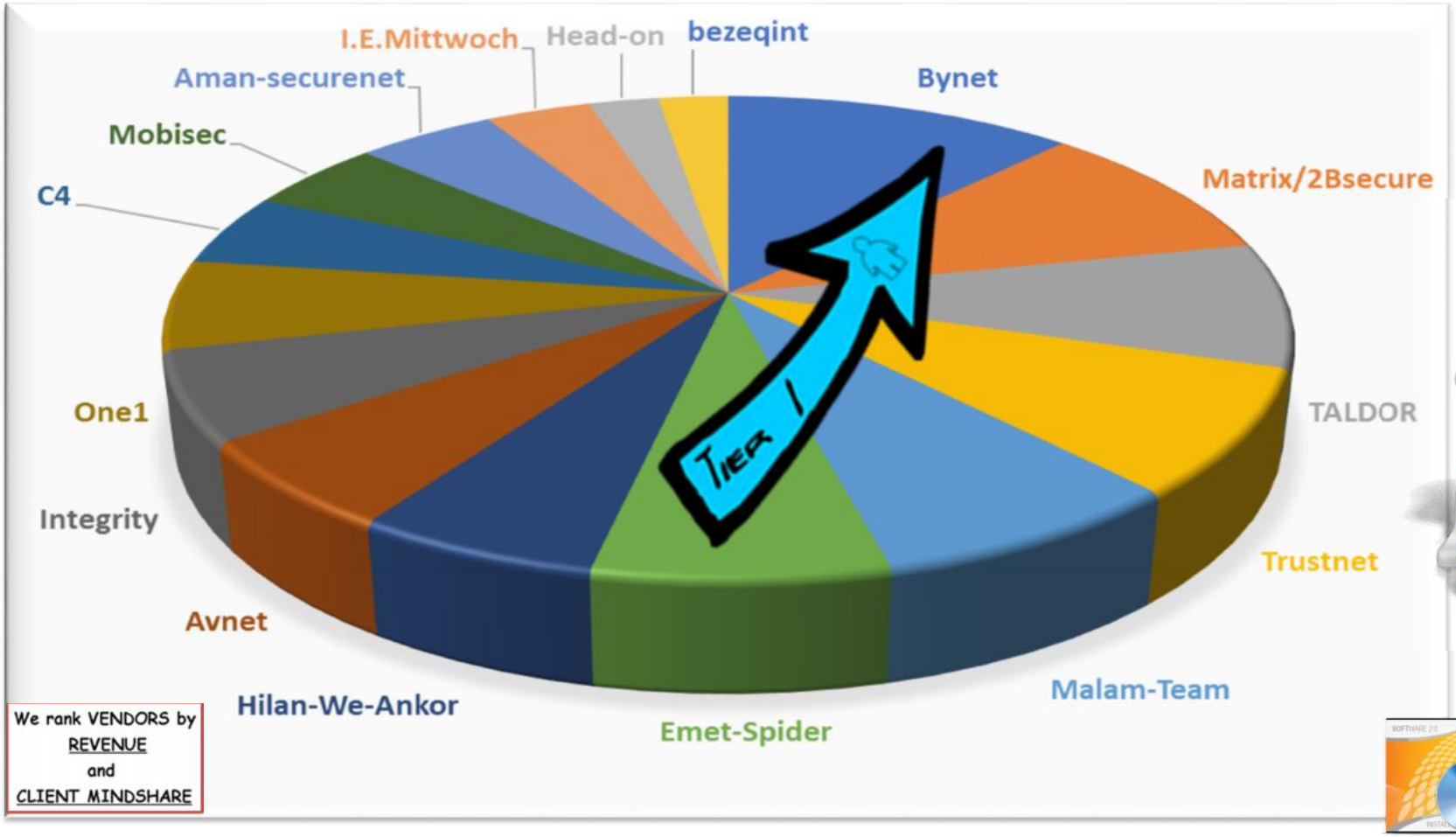
TIER 3

IXIA
RAZ-LEE
GREENSQL
VARONIS
SAFEND
SASA
SOFTWAREAG
A10 NETWORKS
PROLINK
RIM-BLACKBERRY
SAFE-T
VOTIRO
BARRACUDA NETW(
ALGOSEC
DKOYA
RESEC
QLOG
AVECTO
AVEXA
CYBERBIT
IMPRIVATA
MOBILEIRON
OPSWAT
SENTINELONE
TUFIN
ILLUSIVENETWORKS
ALIENVAULT
CYBERREADY
GUARDICORE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security/ Cyber Software (VARs)

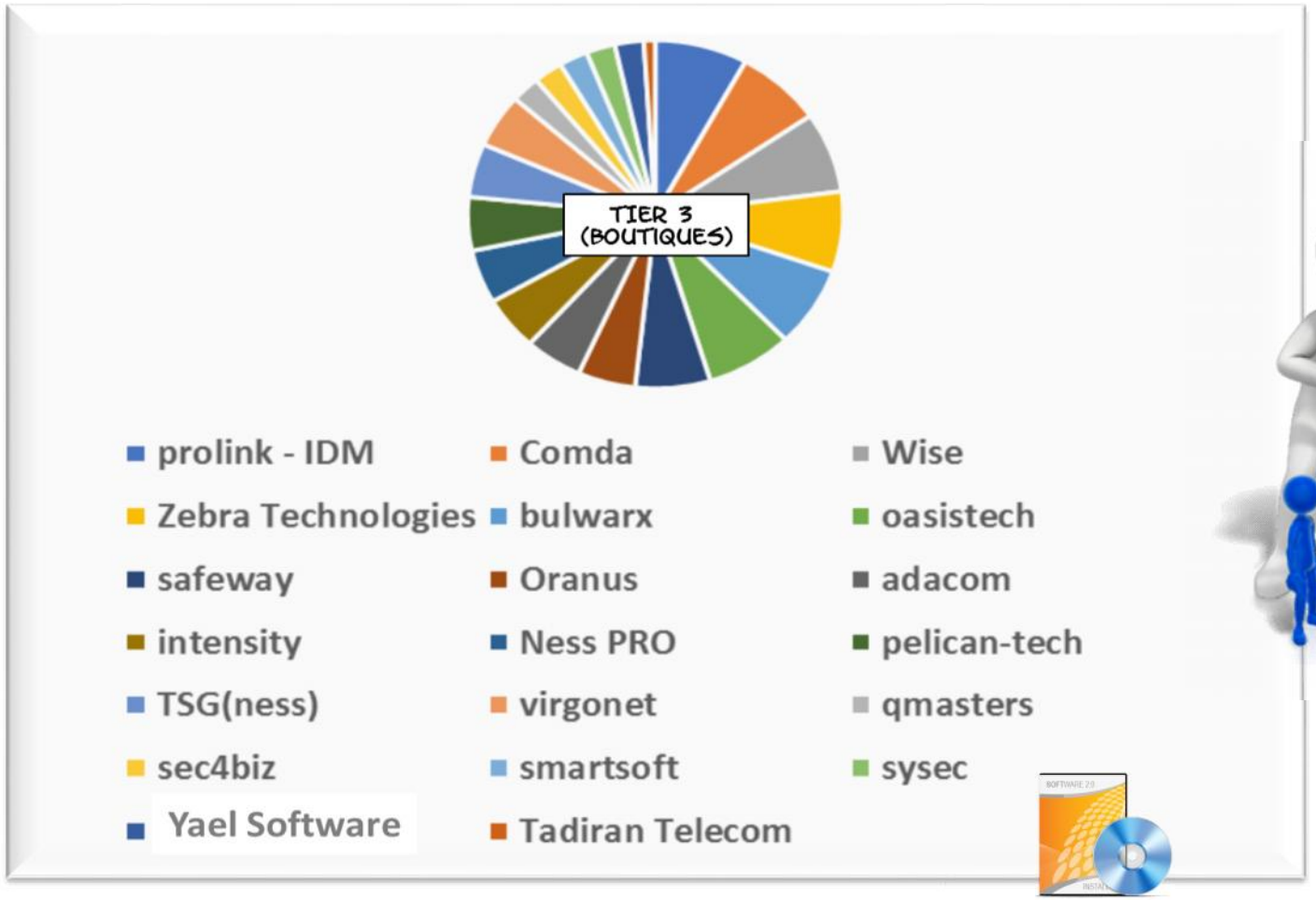


v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Security/ Cyber Software (VARs 2)



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Office of the CIO & Development Tools

Project & Portfolio Management	EGRC	Development and ALM (including testing tools)	Mobile Apps Development Platforms including Mobile Testing

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Office of the CIO & Development Tools

	2014		2015		2016		2017		2018		2019
Project & Portfolio Management	27,500	-5.45%	26,000	-7.69%	24,000	8.33%	26,000	7.69%	28,000	7.14%	30,000
EGRC	20,000	7.50%	21,500	2.33%	22,000	6.82%	23,500	4.26%	24,500	6.12%	26,000
Development and ALM (including testing tools)	87,000	-2.30%	85,000	-2.35%	83,000	-3.61%	80,000	-3.75%	77,000	-2.60%	75,000
Mobile Apps Development Platforms including Mobile Testing	10,000	-20.00%	8,000	-25.00%	6,000	-16.67%	5,000	20.00%	6,000	16.67%	7,000
	144,500	-2.77%	140,500	-3.91%	135,000	-0.37%	134,500	0.74%	135,500	1.85%	138,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

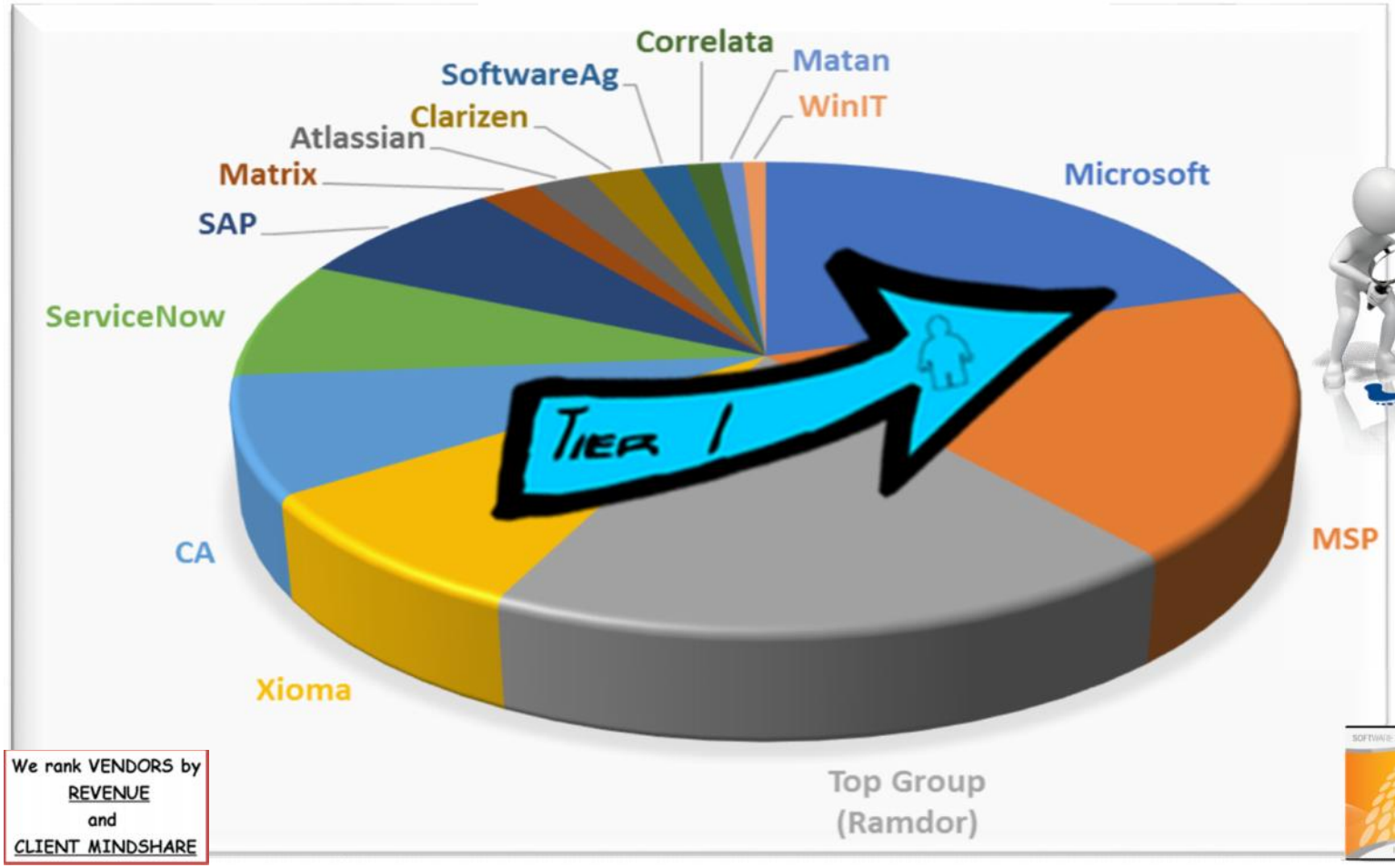
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Office of the CIO & Development Tools

PROJECT & PORTFOLIO MANAGEMENT



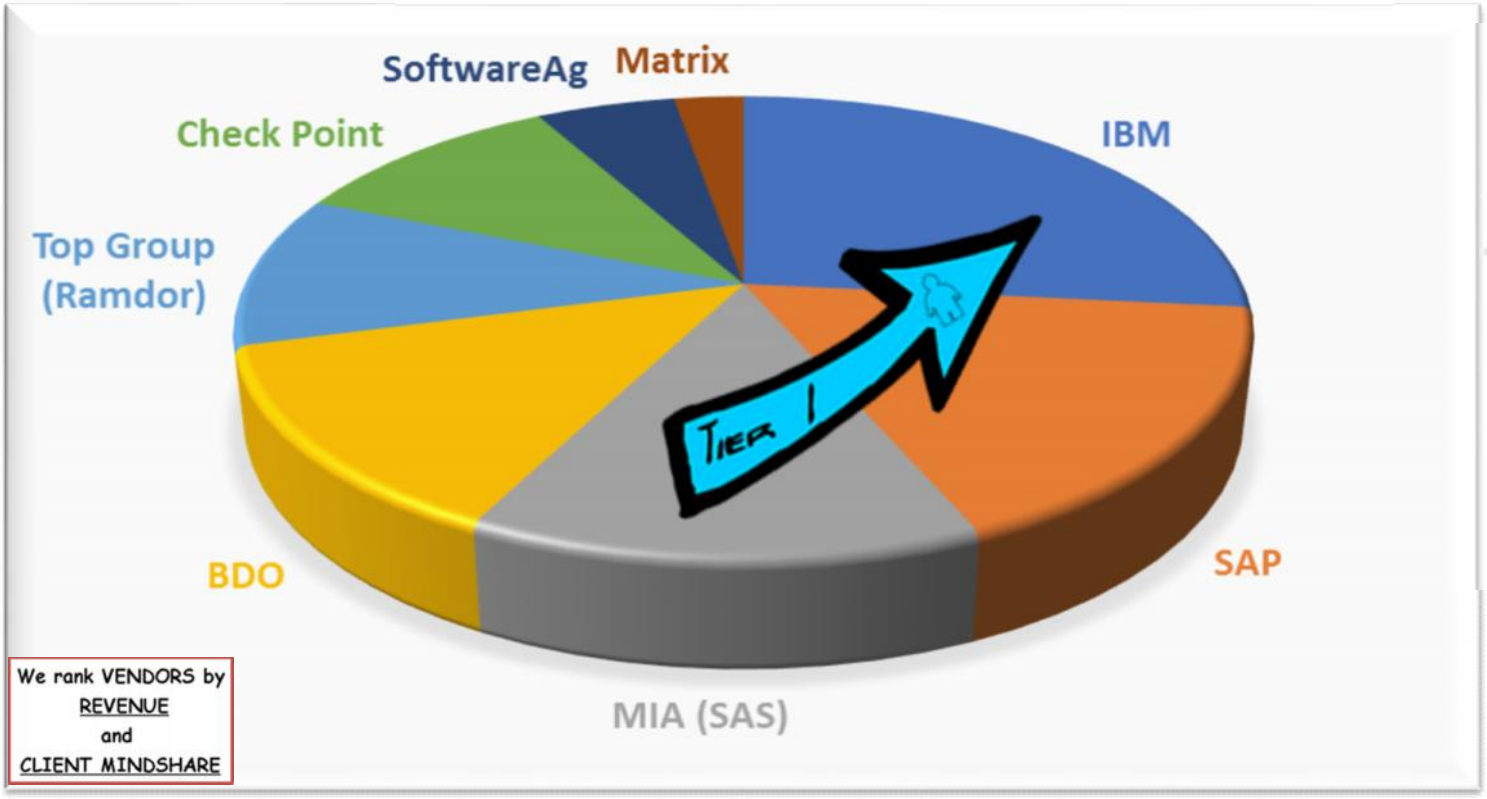
We rank VENDORS by REVENUE and CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Office of the CIO & Development Tools

Enterprise & IT Governance, Risk and Compliance.
e-GRC & IT-GRC (assume all tools do both)



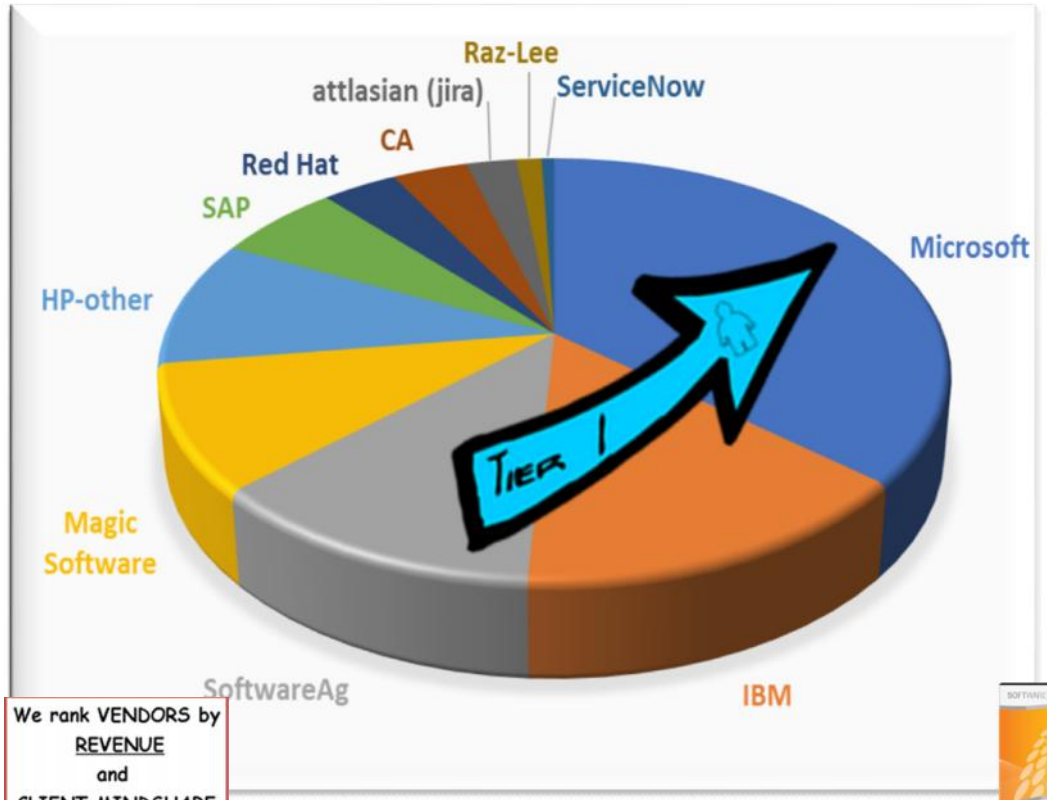
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

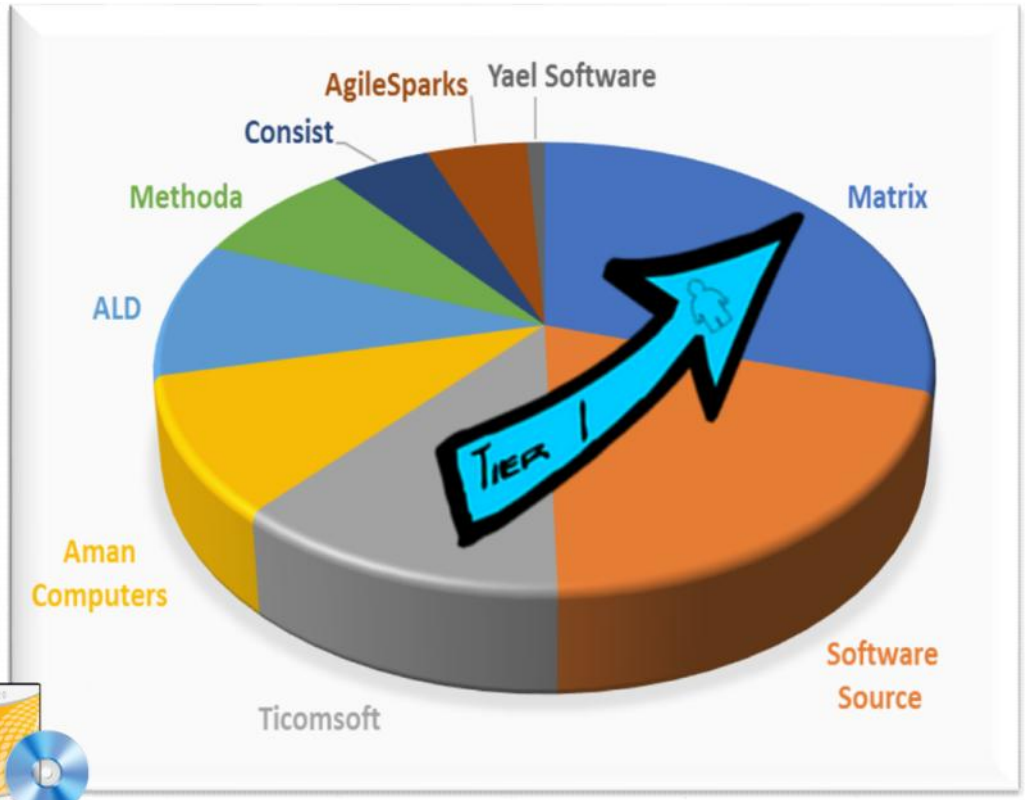
Office of the CIO & Development Tools

Development and ALM (including testing tools)



We rank VENDORS by REVENUE and CLIENT MINDSHARE

VARs: Development and ALM (including testing tools)



v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Information Management Applications

Office Productivity (Office, Calendar, Mail etc.)	KM (Enterprise portals, ECM, Search)	Collaboration (IM,Video,Voice)	BI, Analytics and Data Mgmt Tools	Digital Output Management/Customer Communication Management

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Information Management Applications

	2014		2015		2016		2017		2018		2019
Office Productivity (Office, Calender, Mail etc.)	92,000	-5.43%	87,000	-5.75%	82,000	-4.88%	78,000	-3.85%	75,000	-6.67%	70,000
KM (Enterprise portals, ECM, Search)	76,000	1.32%	77,000	2.60%	79,000	2.53%	81,000	2.47%	83,000	2.41%	85,000
Collaboration (IM,Video,Voice)	18,000	11.11%	20,000	15.00%	23,000	13.04%	26,000	11.54%	29,000	10.34%	32,000
BI, Analytics and Data Mgmt Tools	155,000	3.23%	160,000	9.38%	175,000	9.71%	192,000	6.77%	205,000	5.12%	215,500
Digital Output Management/Customer Communication Management	18,000	5.56%	19,000	2.63%	19,500	5.13%	20,500	7.32%	22,000	4.55%	23,000
	359,000	1.11%	363,000	4.27%	378,500	5.02%	397,500	4.15%	414,000	2.78%	425,500

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

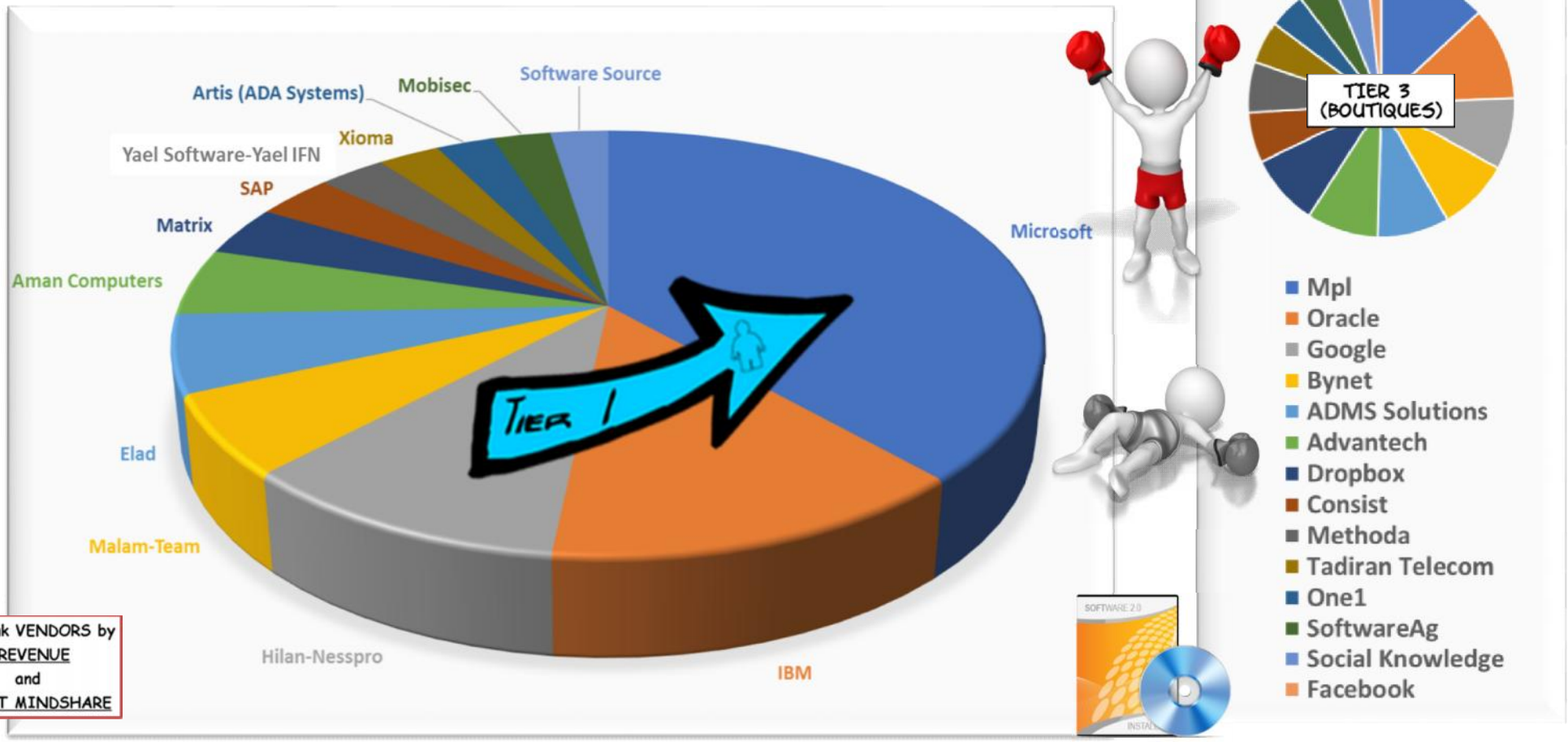
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Information Management Applications

KM (Enterprise portals, ECM, Search, Knowledge Bases)

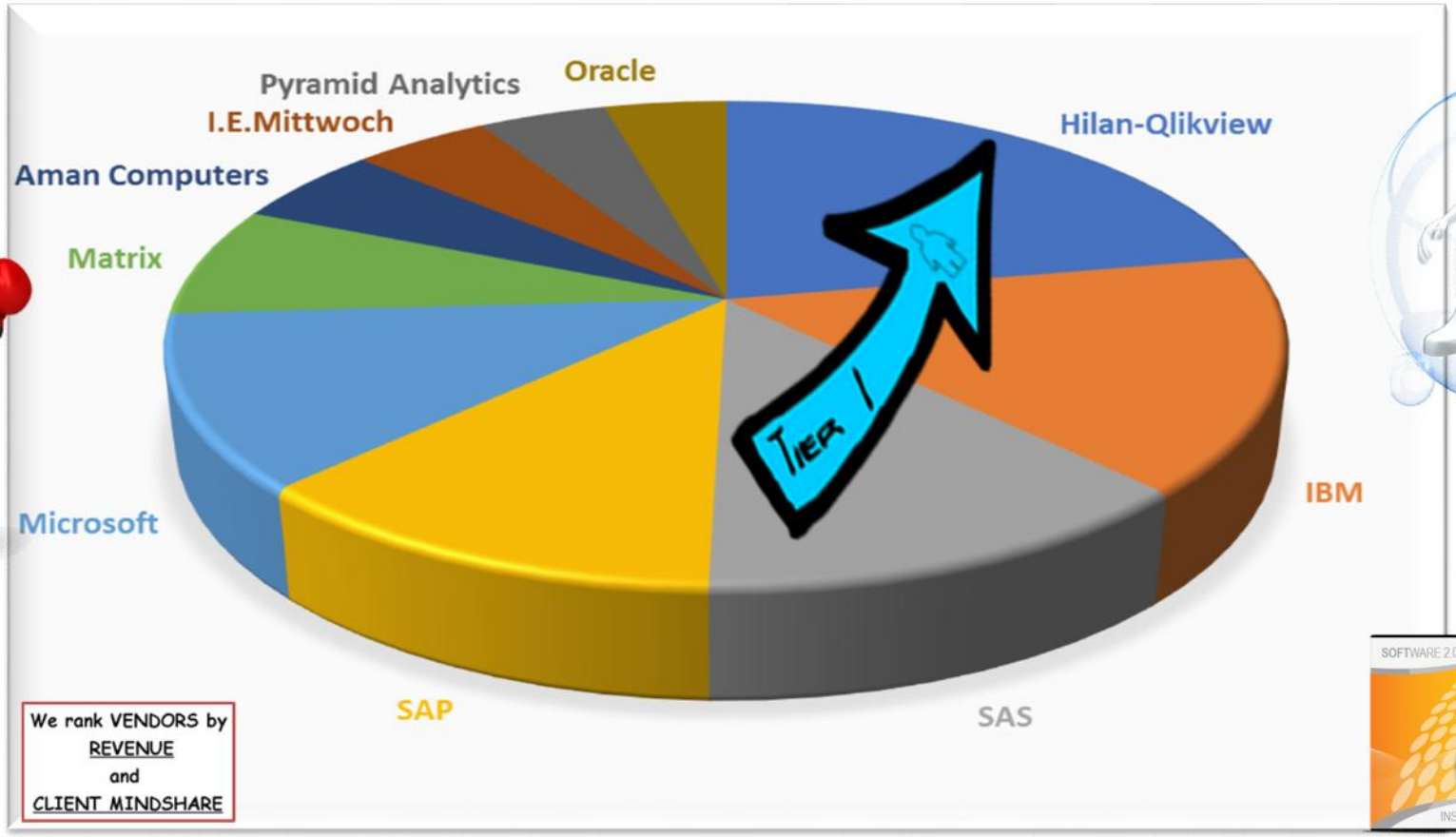


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Information Management Applications

BI, Analytics, Cognitive and Data Mgmt Tools



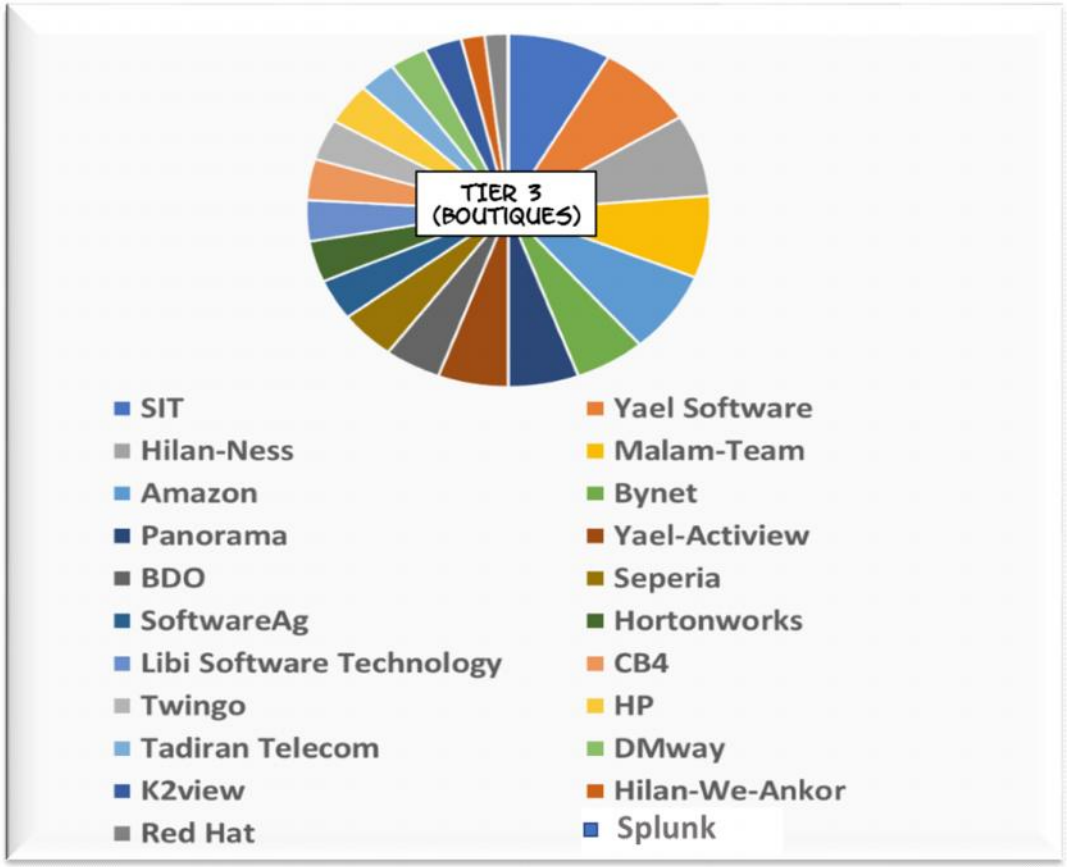
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Information Management Applications

BI, Analytics, Cognitive and Data Mgmt Tools 2



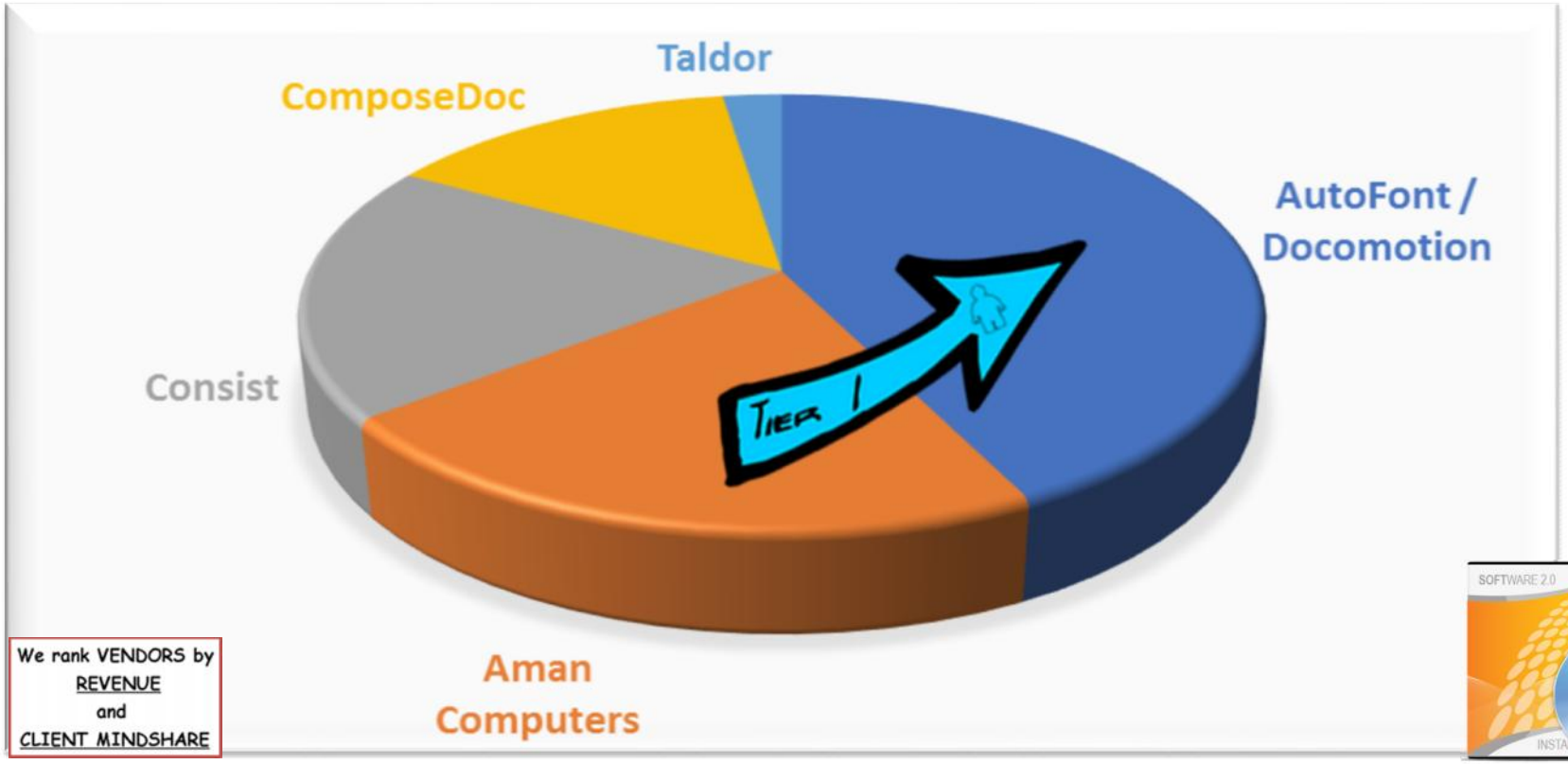
We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Information Management Applications

Digital Output Management/Customer Communication Management



v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 1

ERP	Vertical (Core Business) Applications	CRM/XRM	HR/ Talent Mgmt/ LMS Payroll Applications

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 1

	2014		2015		2016		2017		2018		2019
ERP	145,000	-1.38%	143,000	-2.10%	140,000	-1.43%	138,000	-2.90%	134,000	-2.99%	130,000
Vertical (Core Business) Applications	125,000	10.40%	138,000	12.32%	155,000	9.68%	170,000	8.82%	185,000	5.41%	195,000
CRM/XRM	45,000	11.11%	50,000	16.00%	58,000	12.07%	65,000	12.31%	73,000	8.22%	79,000
HR/ Talent Mgmt/ LMS	11,500	17.39%	13,500	18.52%	16,000	11.88%	17,900	11.73%	20,000	15.00%	23,000
	326,500	5.51%	344,500	7.11%	369,000	5.93%	390,900	5.40%	412,000	3.64%	427,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

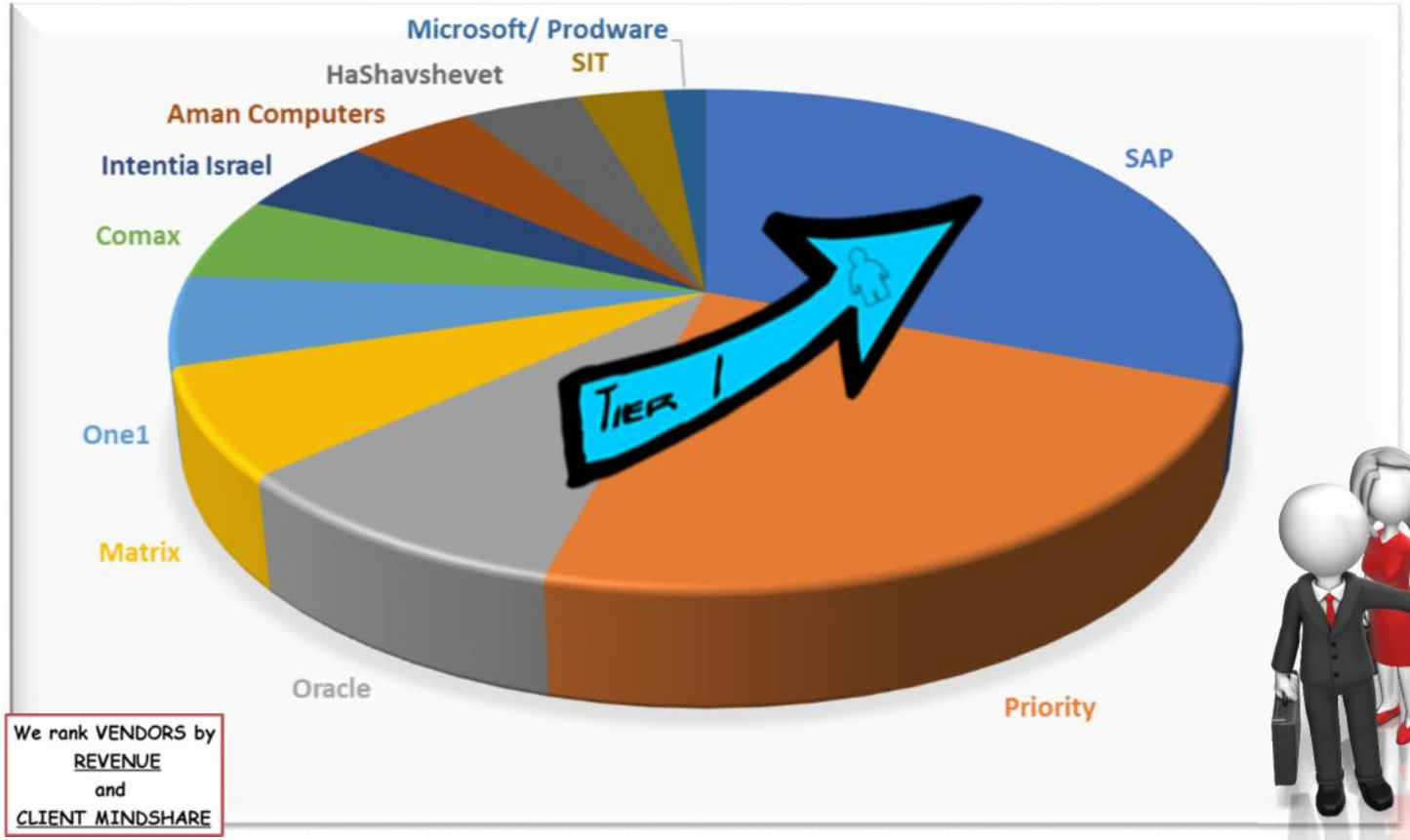
v2 stki.info

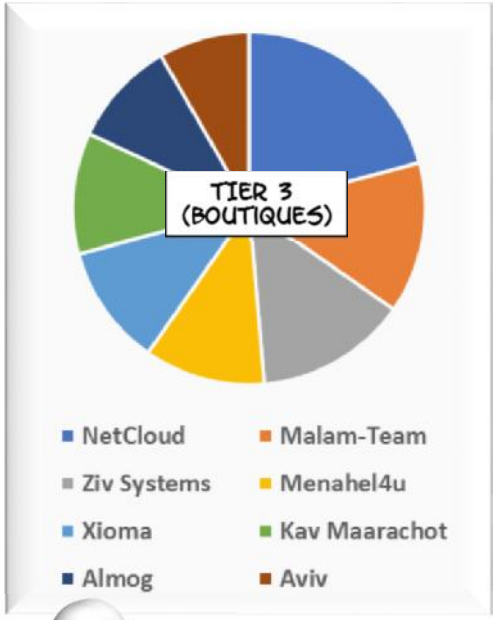
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 1

ERP Software (all sizes)



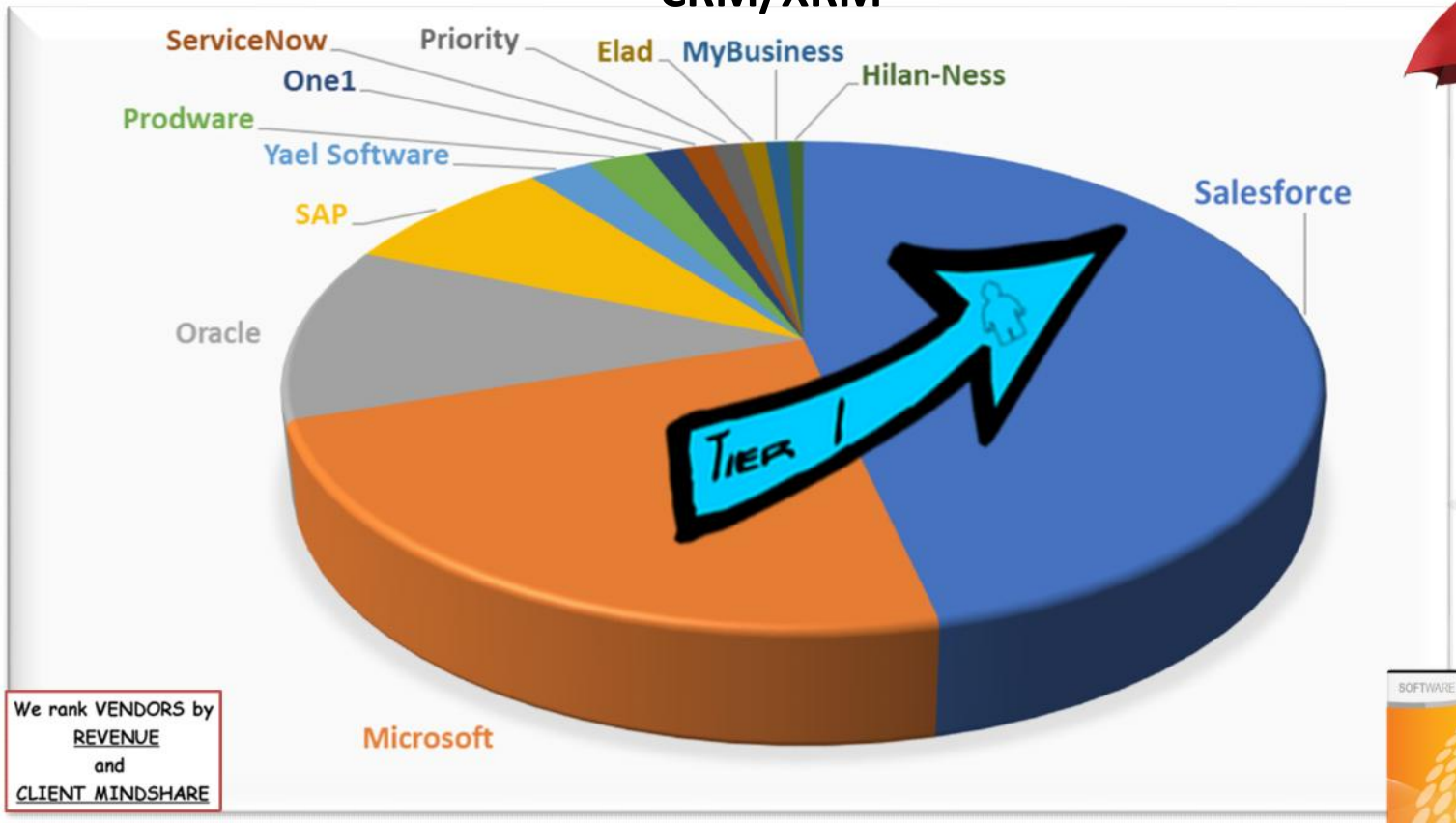


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 1

CRM/XRM

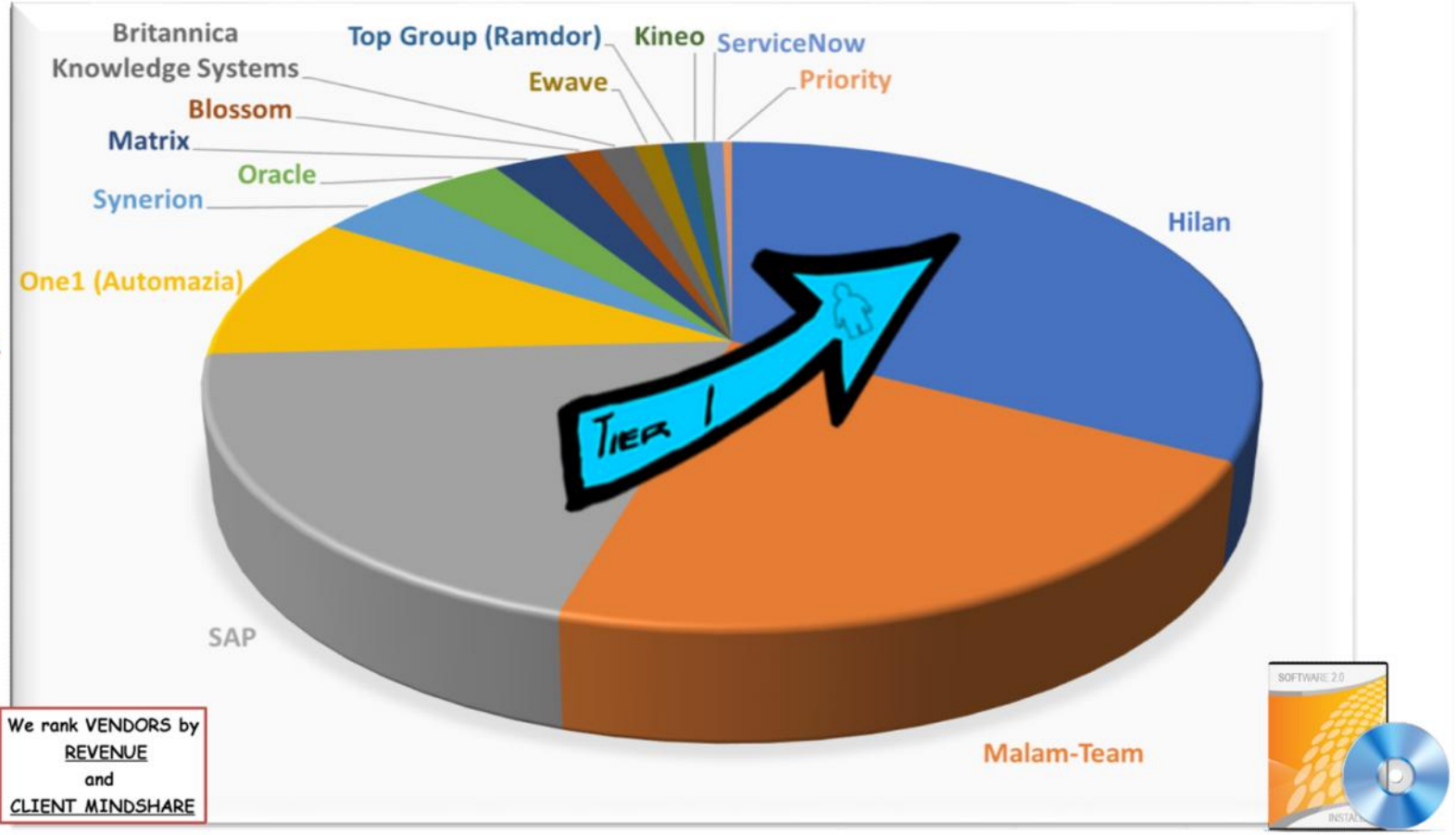


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 1

HR/ Talent Mgmt./ LMS / PAYROLL



v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 2

Contact Center and Multi channel engagement tools (chat, bots, virtual IVR, Video etc...)	PLM	Web Content Management + eCommerce Platforms	IOT tools and platforms	Marketing Automation Software

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 2

	2014		2015	2016			2017		2018		2019
Contact Center and Multi channel engagement tools (chat, bots, virtual IVR, Video etc...)	22,000	6.82%	23,500	6.38%	25,000	12.00%	28,000	7.14%	30,000	13.33%	34,000
PLM	13,000	3.85%	13,500	11.11%	15,000	13.33%	17,000	11.76%	19,000	10.53%	21,000
Web Content Management + eCommerce Platforms	36,000	8.33%	39,000	7.69%	42,000	7.14%	45,000	5.56%	47,500	5.26%	50,000
IOT tools and platforms			2,000	25.00%	2,500	40.00%	3,500	42.86%	5,000	50.00%	7,500
Marketing Automation Software			10,000	50.00%	15,000	66.67%	25,000	40.00%	35,000	28.57%	45,000
	71,000	23.94%	88,000	13.07%	99,500	19.10%	118,500	15.19%	136,500	15.38%	157,500

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

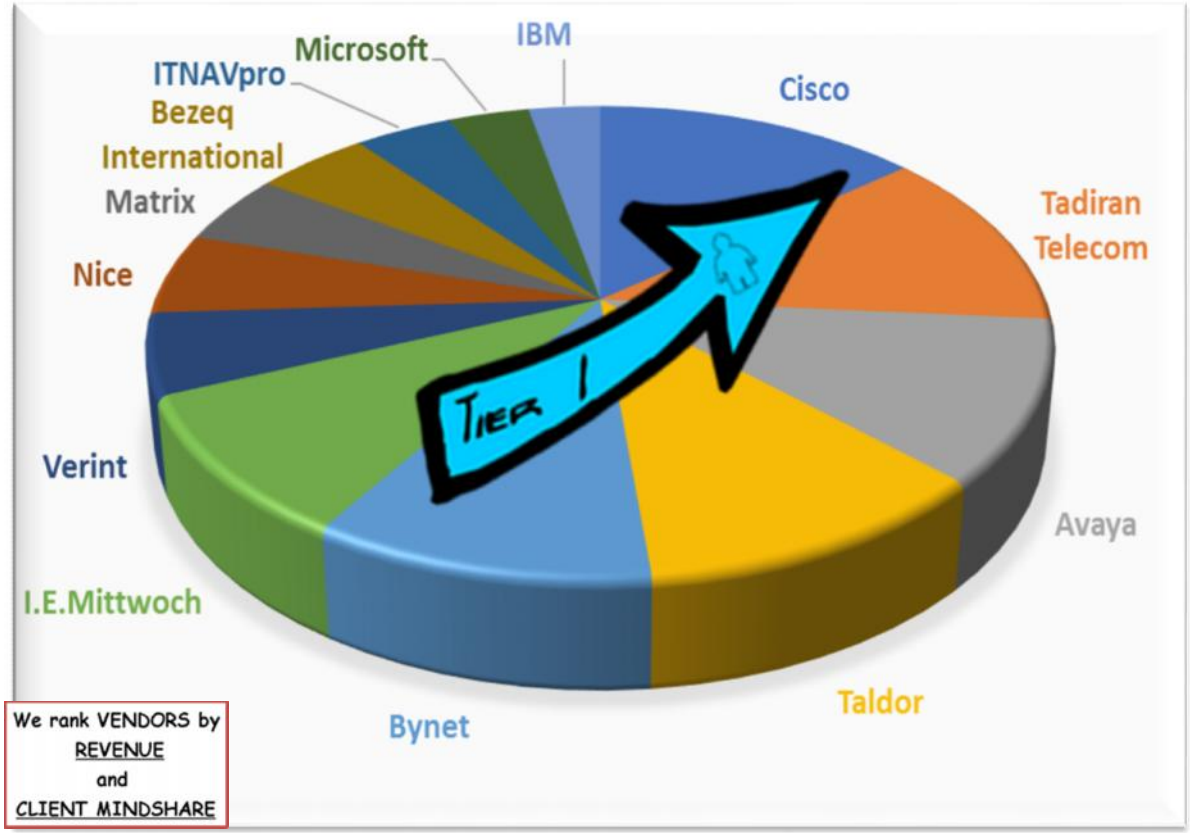
v2
stki.info

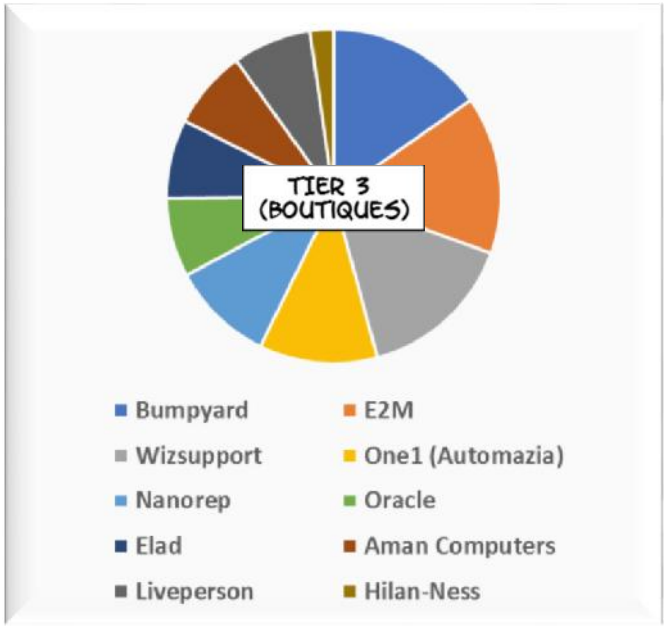
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 2

Contact Center and Multi channel engagement tools (chat, bots, Video etc…)





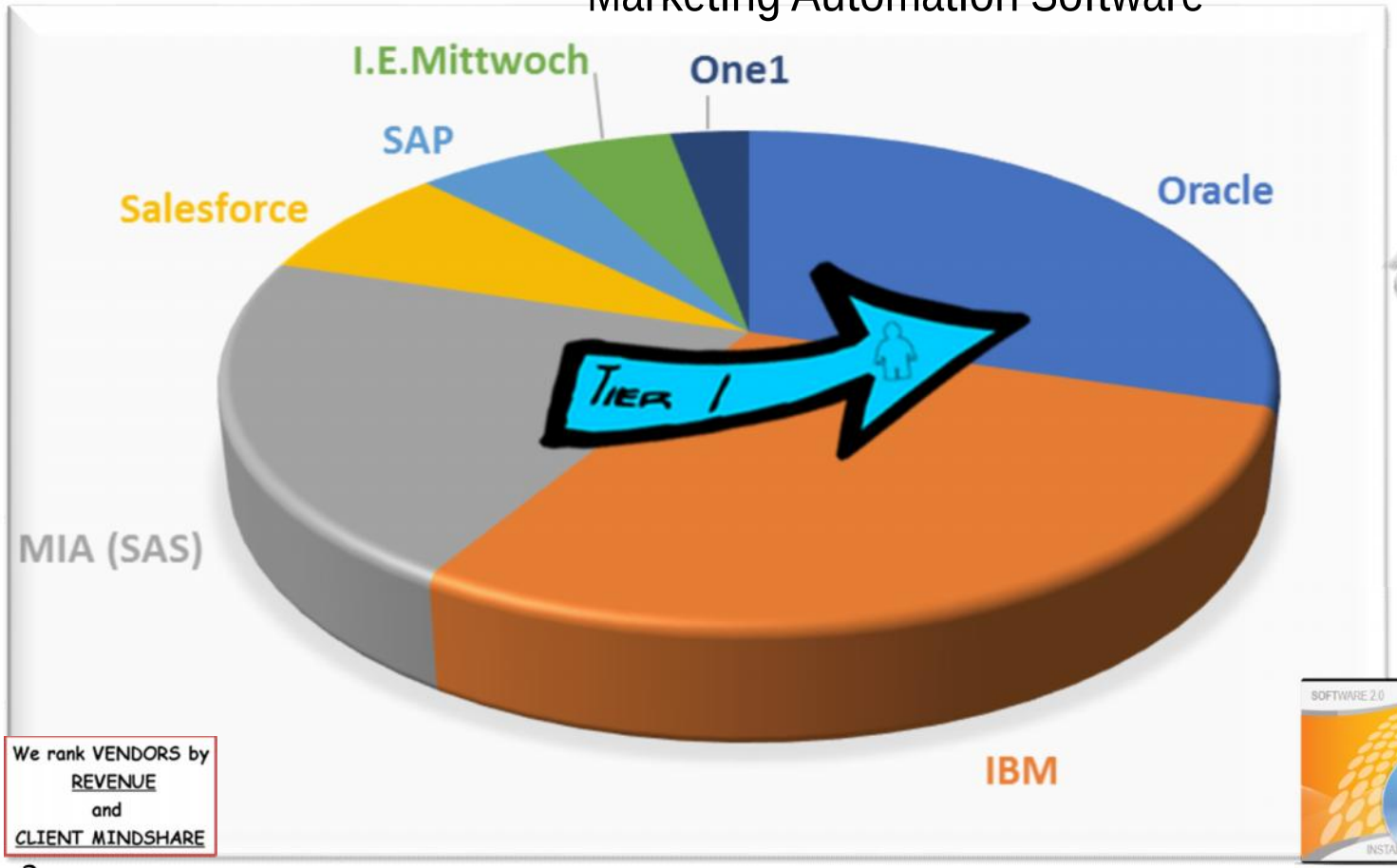
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 2

Marketing Automation Software



v2

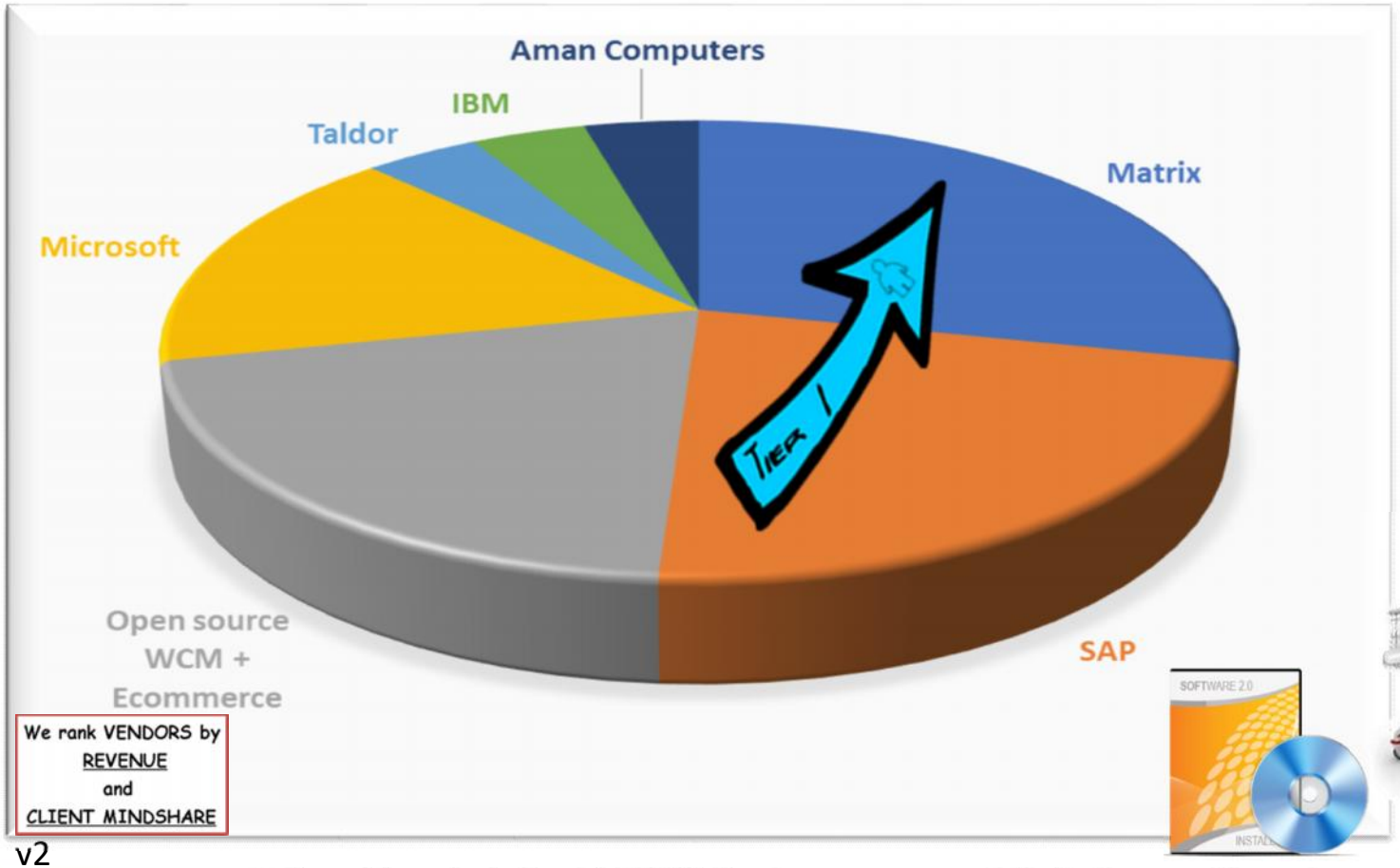
stki.info

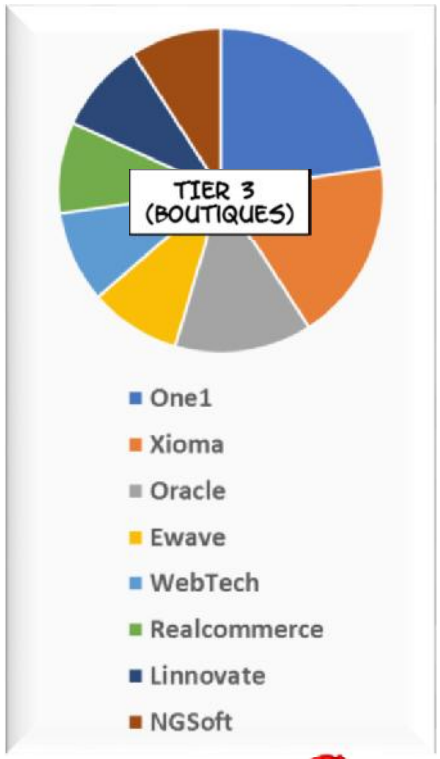
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 2

Web Content Management + e-Commerce Platforms





v2

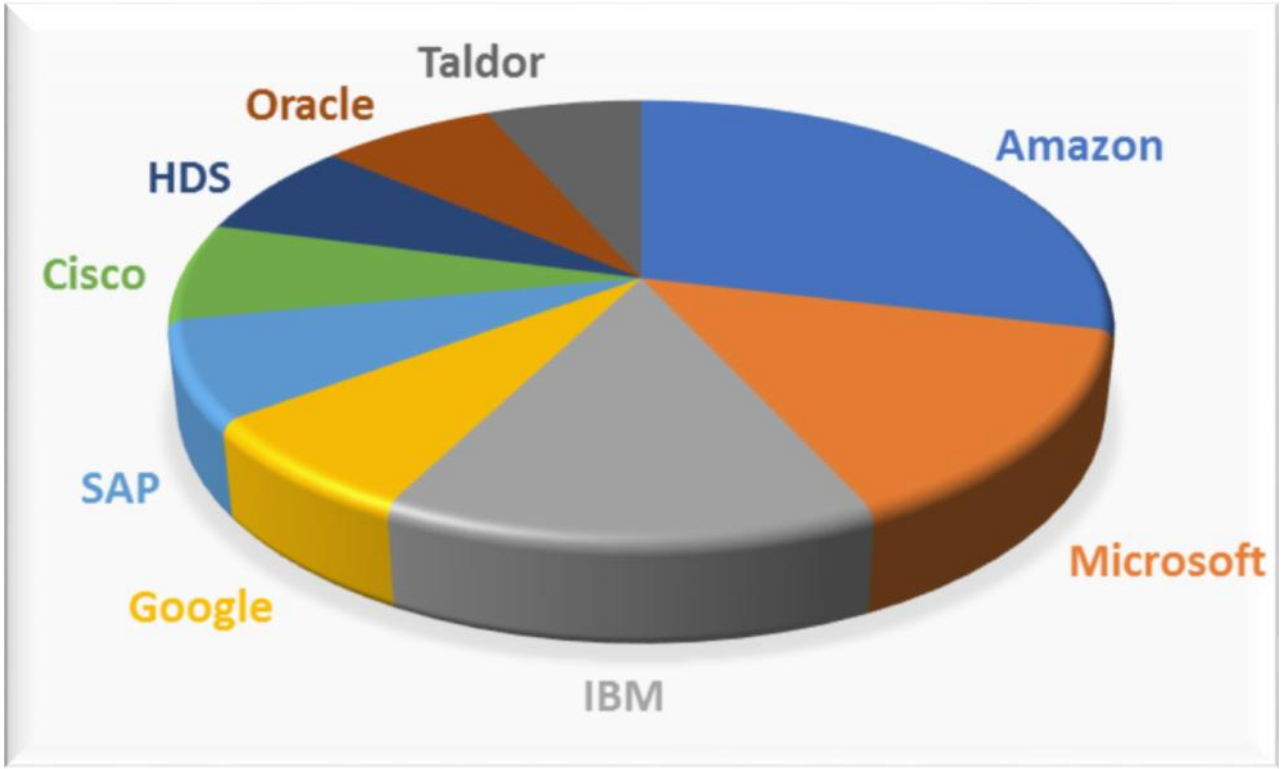
stki.info

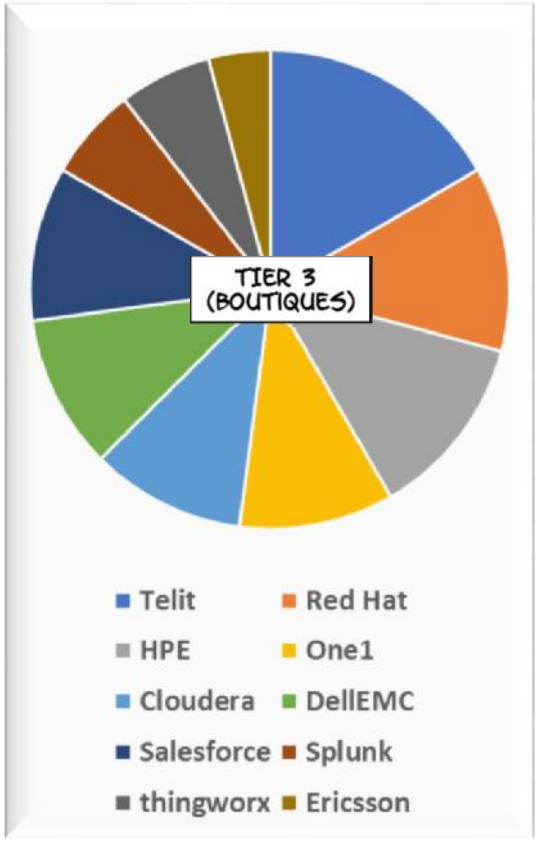
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications 2

IoT tools and platforms





We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

v2 stki.info

STKI Summit 2017

Israeli IT Market

Value Added Services Market : Tiers

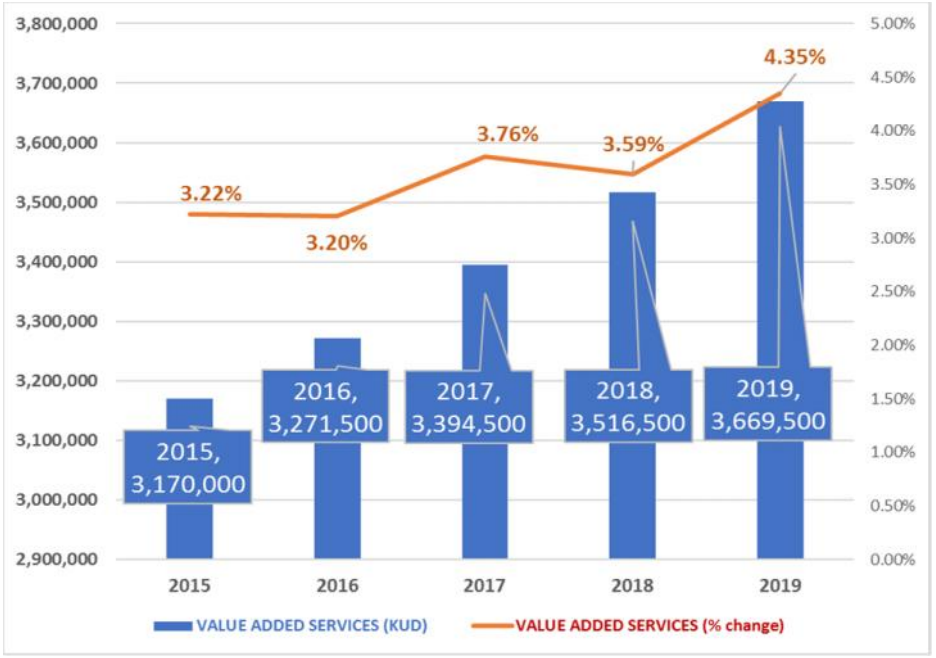
2015 Israel Value Added Services Market

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Value Added Services Market 2014-2019

VALUE ADDED SERVICES



VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

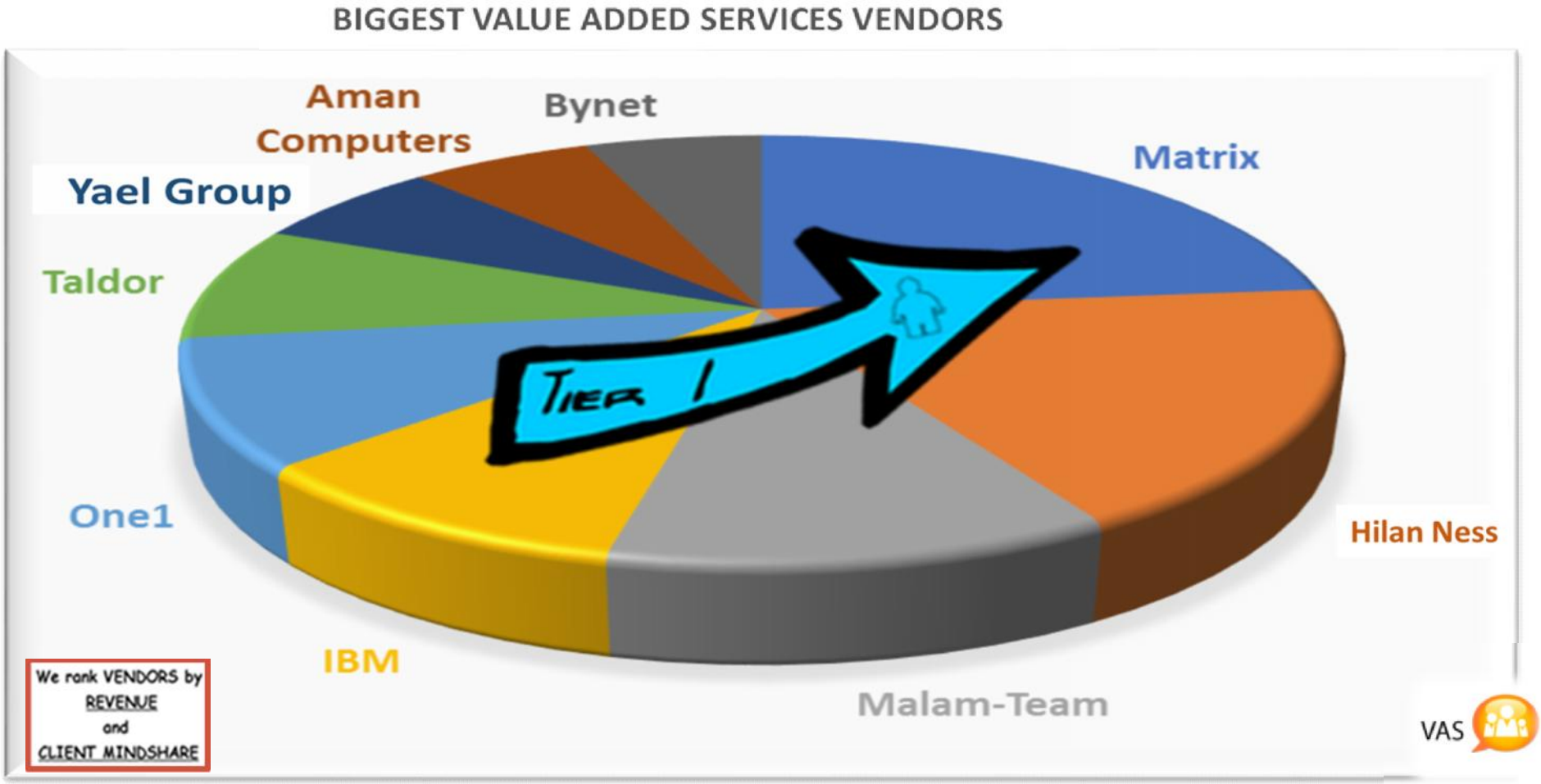
ALL AMOUNTS IN $K USD

	2014	2015		2016		2017		2018		2019	
VALUE ADDED SERVICES	$3,071,000	3.22%	$3,170,000	3.20%	$3,271,500	3.76%	$3,394,500	3.59%	$3,516,500	4.35%	$3,669,500

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Vendors that sell in the VAS markets



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

The TEN categories of IT Value Added Services offered in Israel

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

"Enterprise" CONSULTING: advice in a particular area not AUGMENTATION (gulgalot) or IMPLEMENTATION

IT Strategy Consulting	Digital Transformation Consulting	Big Data Consulting	Infrastructure/ Delivery Consulting	IT Application Consulting	Cyber/Security Consulting

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

"Enterprise" CONSULTING: advice in a particular area not AUGMENTATION (gulgalot) or IMPLEMENTATION

	2014		2015		2016		2017		2018		2019
IT Strategy Consulting	15,000	13.33%	17,000	17.65%	20,000	15.00%	23,000	19.57%	27,500	12.73%	31,000
Digital Transformation Consulting	500	500.00%	3,000	166.67%	8,000	50.00%	12,000	16.67%	14,000	17.86%	16,500
Big Data Consulting	2,000	75.00%	3,500	42.86%	5,000	40.00%	7,000	28.57%	9,000	16.67%	10,500
IT Infrastructure/Delivery Consulting	15,000	-10.00%	13,500	-11.11%	12,000	-8.33%	11,000	13.64%	12,500	12.00%	14,000
IT Application Consulting	16,000	9.38%	17,500	5.71%	18,500	2.70%	19,000	7.89%	20,500	7.32%	22,000
Cyber/Security Consulting	12,500	28.00%	16,000	18.75%	19,000	13.16%	21,500	4.65%	22,500	6.67%	24,000
	61,000	15.57%	70,500	17.02%	82,500	13.33%	93,500	13.37%	106,000	11.32%	118,000

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

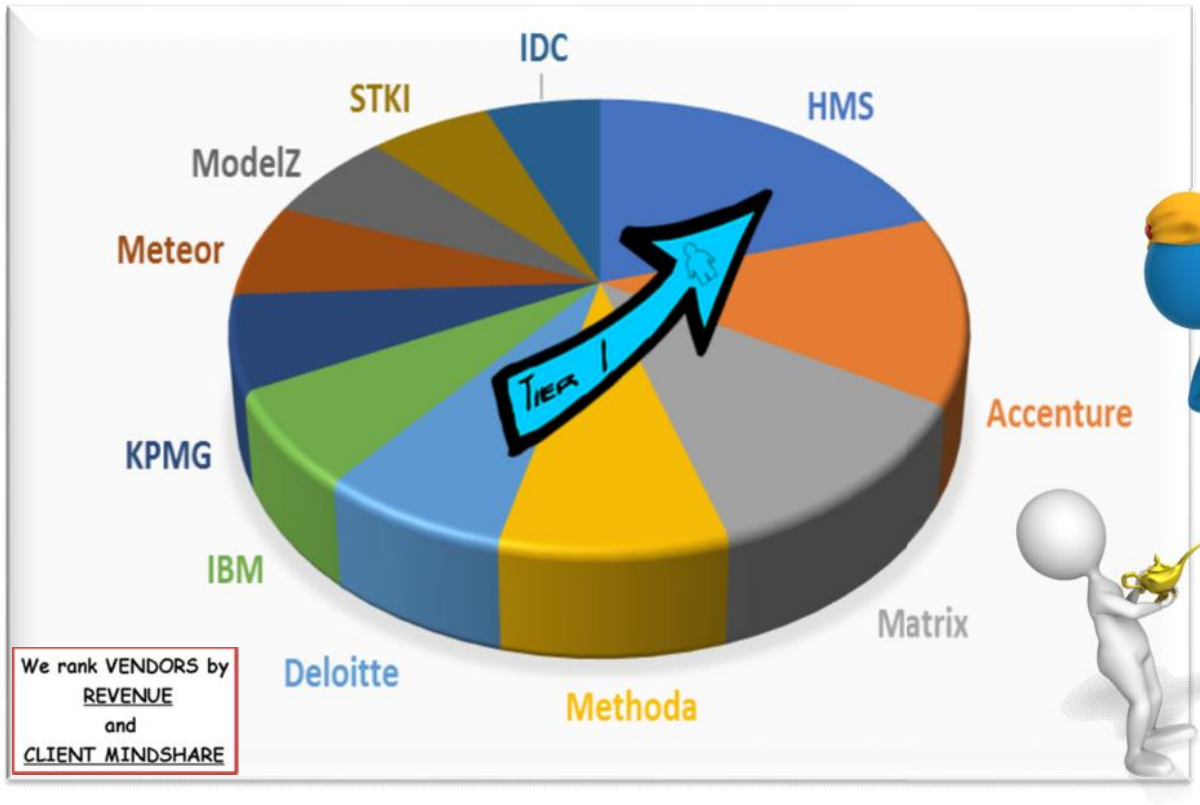
ALL AMOUNTS IN $K USD

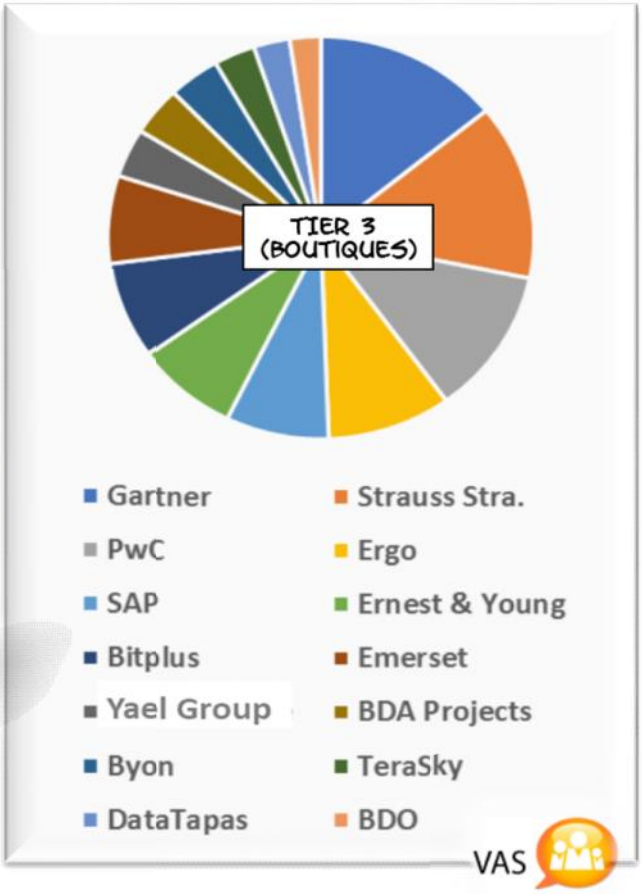
v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT Strategy Consulting & Analysts Services

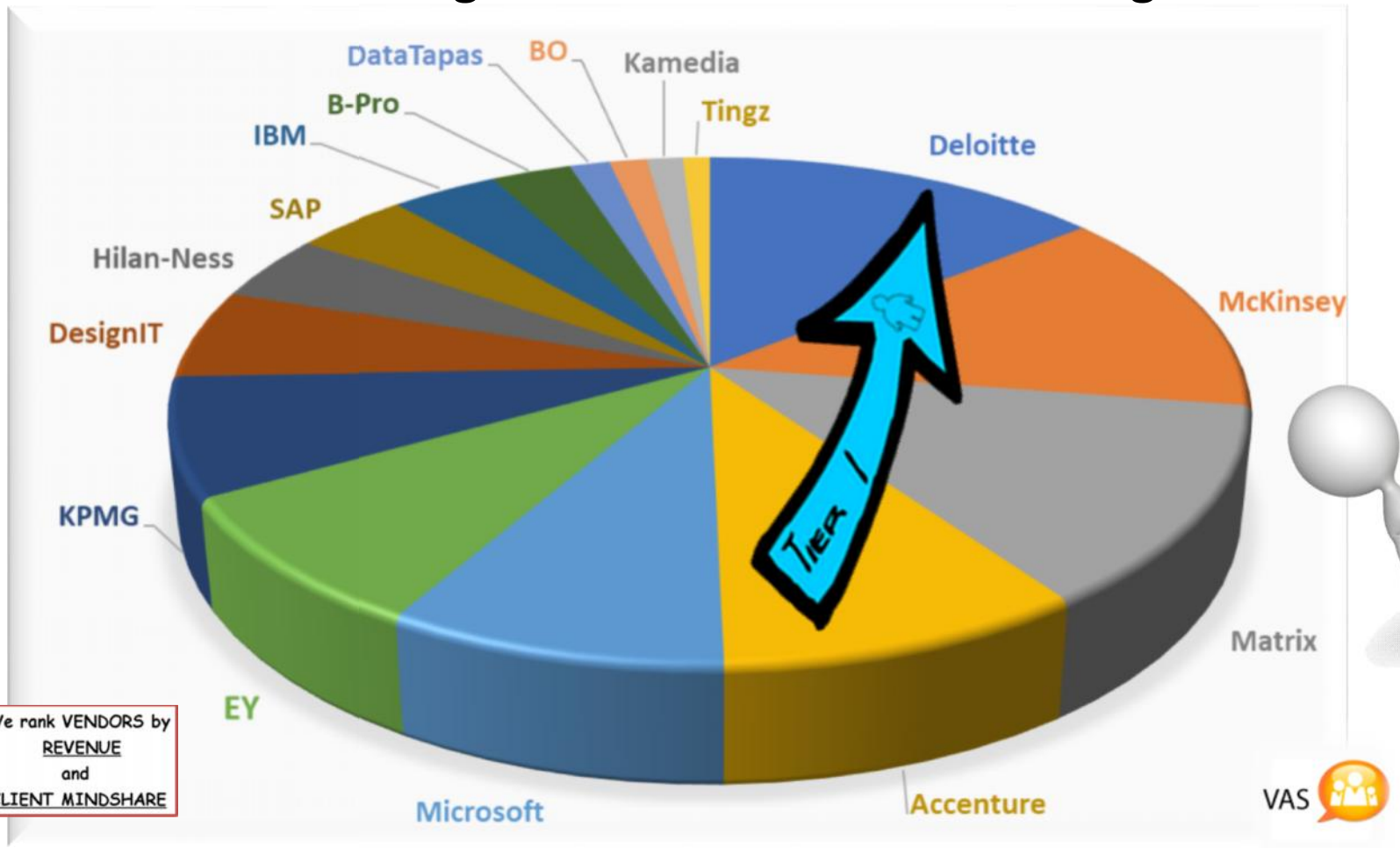


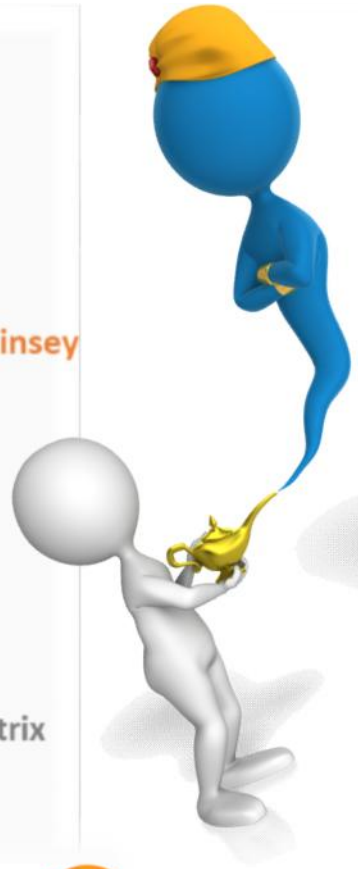


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Digital Transformation Consulting

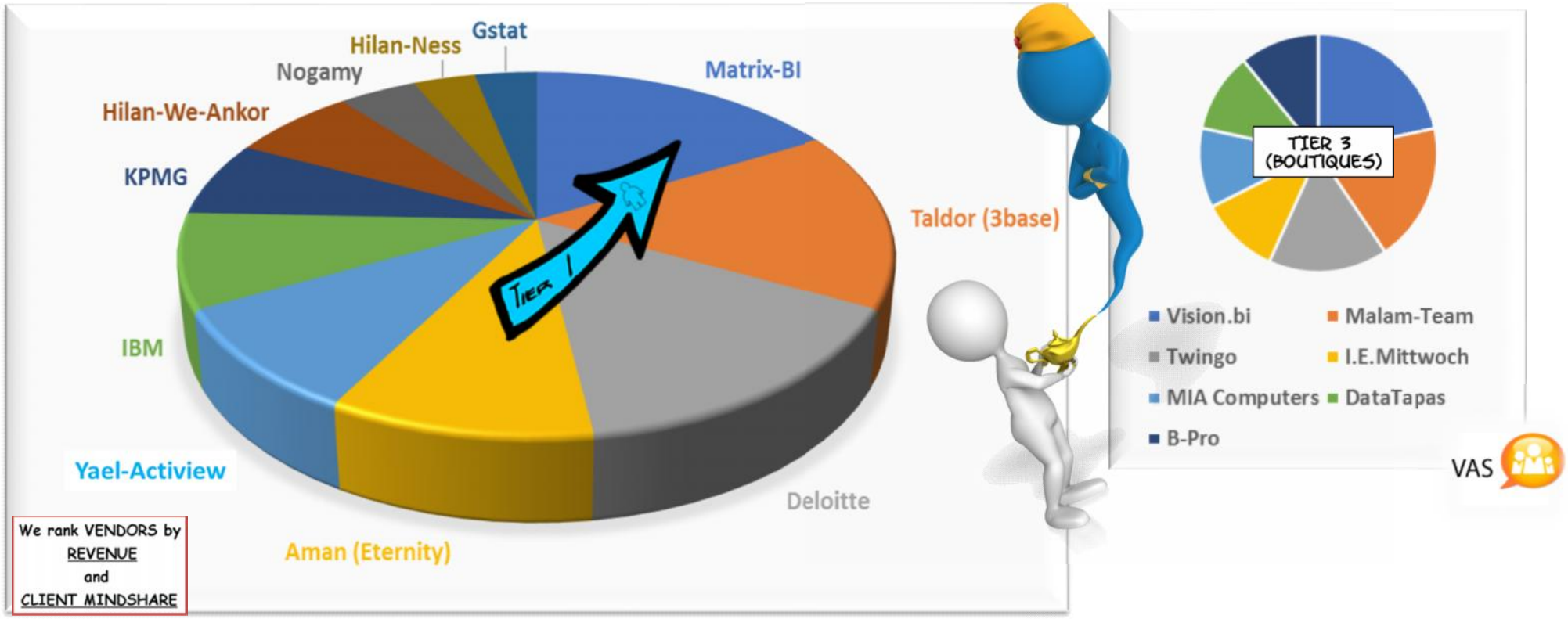




Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

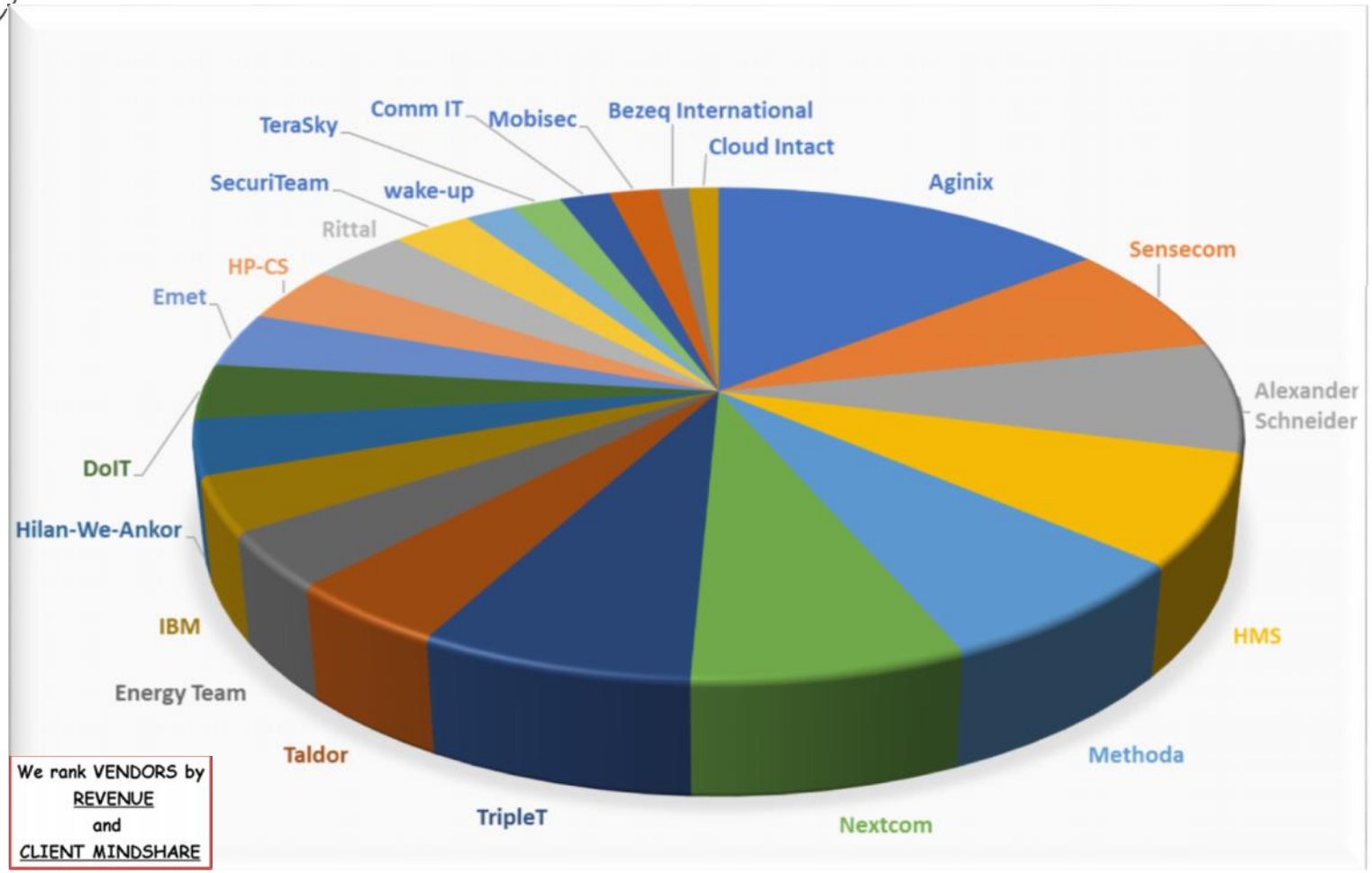
(Big) Data Consulting



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT Infrastructure/Delivery Consulting

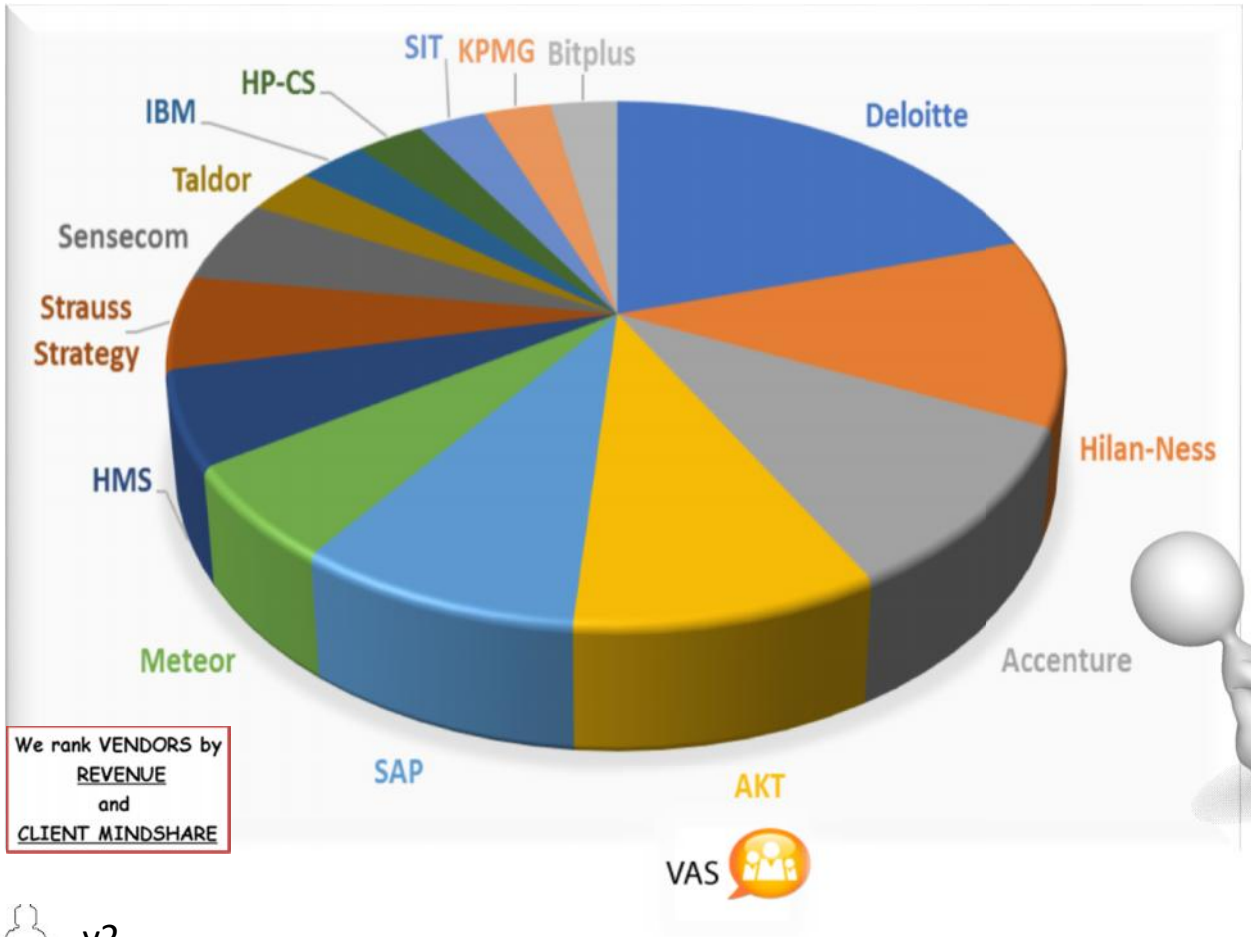


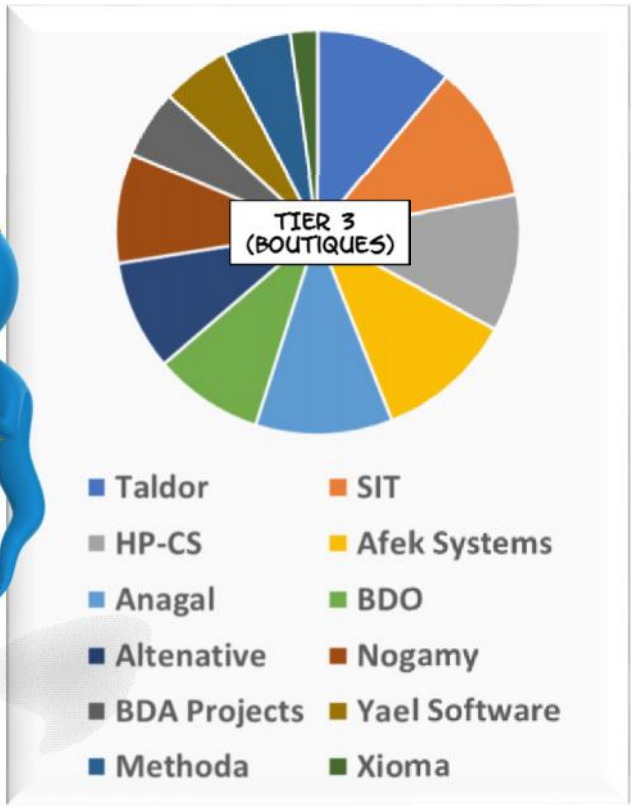
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

IT Application Consulting

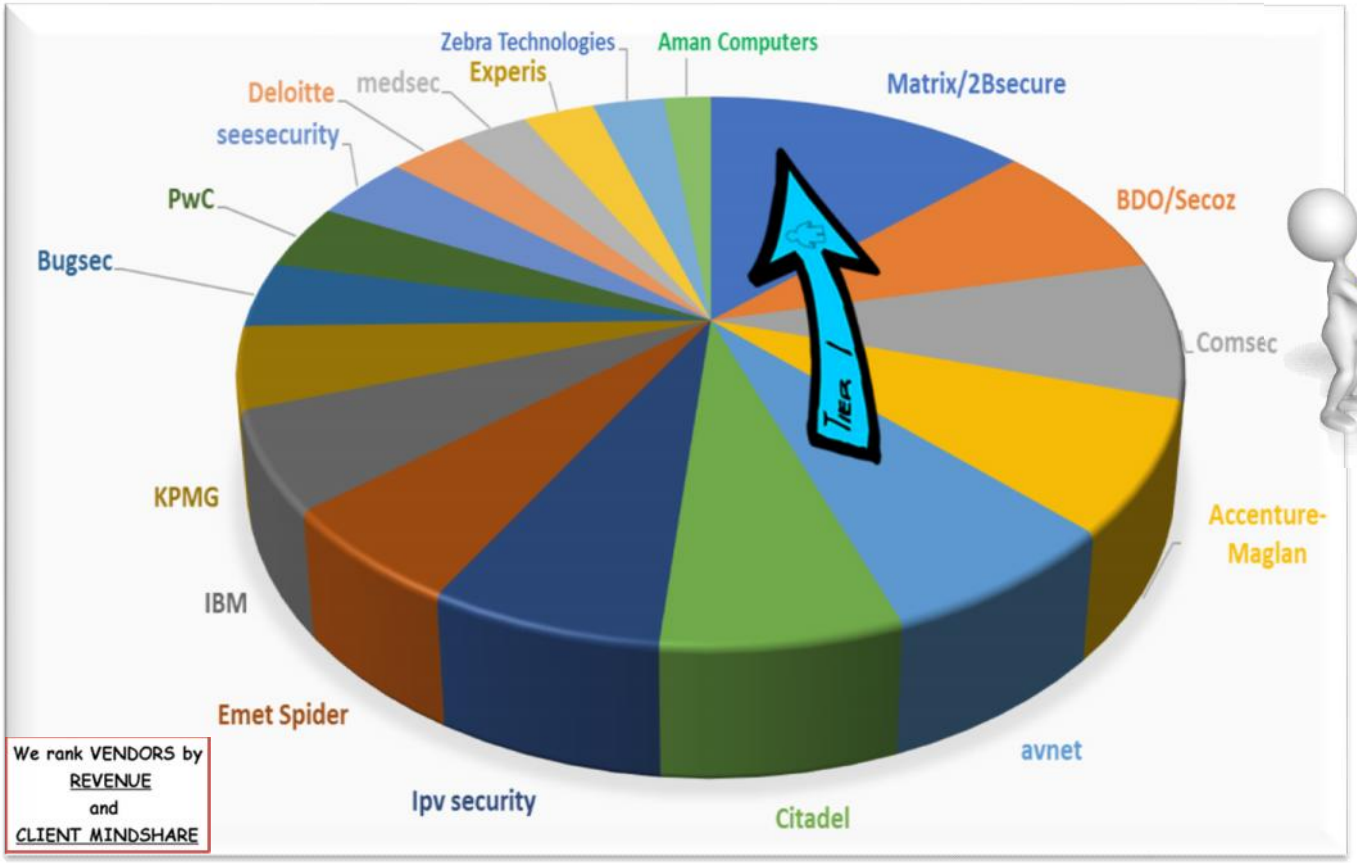


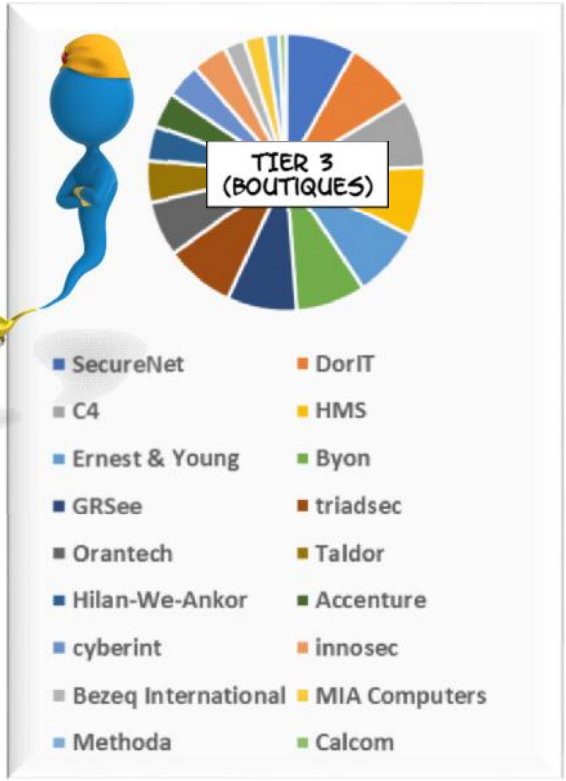


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Cyber/Security Consulting





VAS

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Infrastructure Projects

Hardware Maintenance	Hardware Services	Legacy: Mainframe/AS400/ VMS/Etc.	Software Services	Cyber Security Product Implementation	Unified Communication (IM, Video, Voice)	Paas And Iaas Implementation & Maintenance
	• Consolidation/ Virtualization /Monitoring/ BSM/ Storage/ Hardware/ Data Center Environment/ Networking Projects		• Software/Cloud Integration, Middleware, SOA, BPM, ALM, Testing Tools Implementation			

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Infrastructure Projects

	2014		2015		2016		2017		2018		2019
Hardware Maintenance	90,000	-5.56%	85,000	-3.53%	82,000	-2.44%	80,000	-1.25%	79,000	-1.27%	78,000
Consolidation/ Virtualization /Monitoring/ BSM/ Storage/ Hardware/ Data Center Environment/ Networking Projects	190,000	0.53%	191,000	2.09%	195,000	2.56%	200,000	2.50%	205,000	4.88%	215,000
Legacy:Mainframe/AS400/ VMS/etc.	36,000	-5.56%	34,000	-5.88%	32,000	6.25%	34,000	17.65%	40,000	5.00%	42,000
Software/cloud integration, middleware, SOA, BPM, ALM, Testing tools implementation	70,000	2.86%	72,000	2.08%	73,500	2.04%	75,000	2.67%	77,000	6.49%	82,000
Cyber security product implementation	158,000	6.33%	168,000	4.17%	175,000	5.71%	185,000	6.76%	197,500	3.80%	205,000
Unified Communication (IM, Video, Voice)	10,000	5.00%	10,500	4.76%	11,000	4.55%	11,500	4.35%	12,000	4.17%	12,500
PaaS and IaaS implementation & maintenance	1,000	50.00%	1,500	100.00%	3,000	66.67%	5,000	50.00%	7,500	60.00%	12,000
	555,000	1.26%	562,000	1.69%	571,500	3.32%	590,500	4.66%	618,000	4.61%	646,500

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

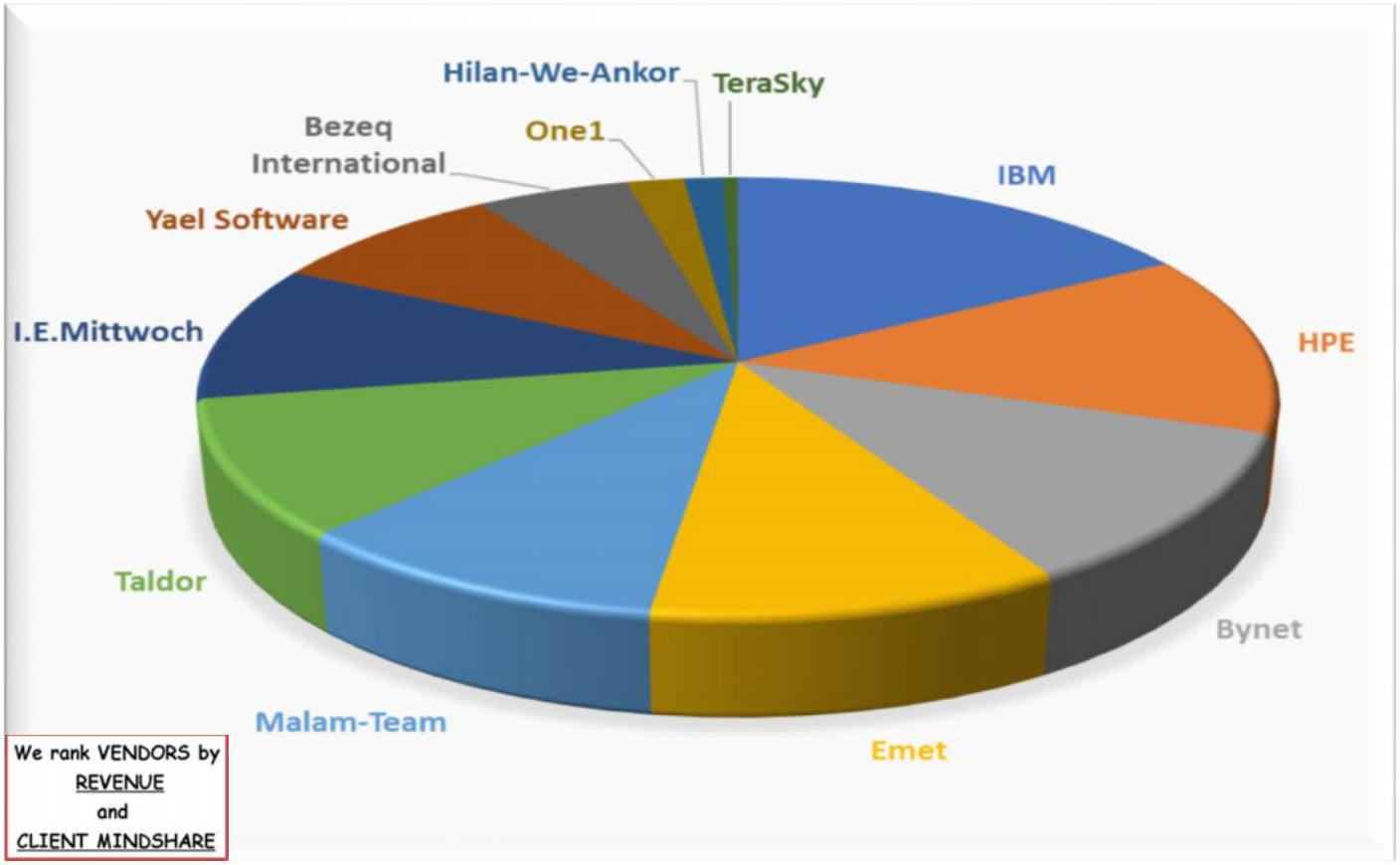
v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Infrastructure Projects

Hardware Maintenance Services



VAS

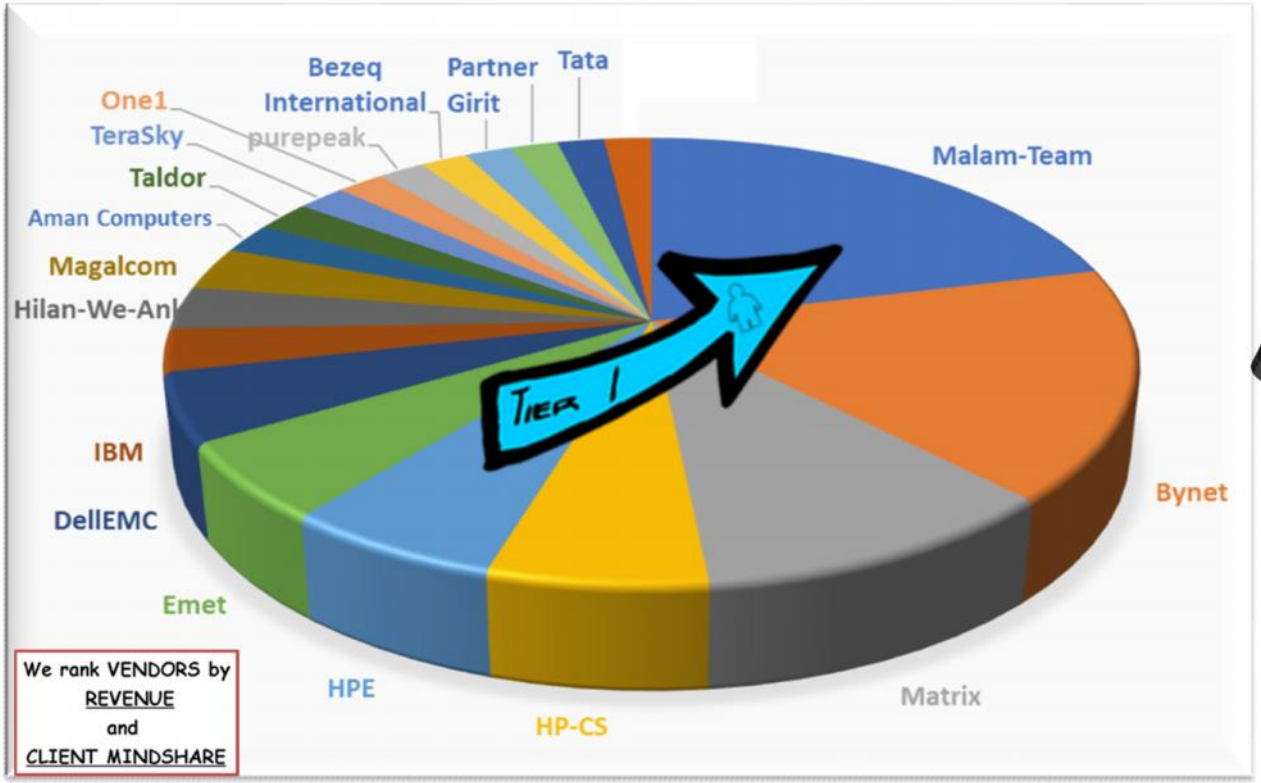
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

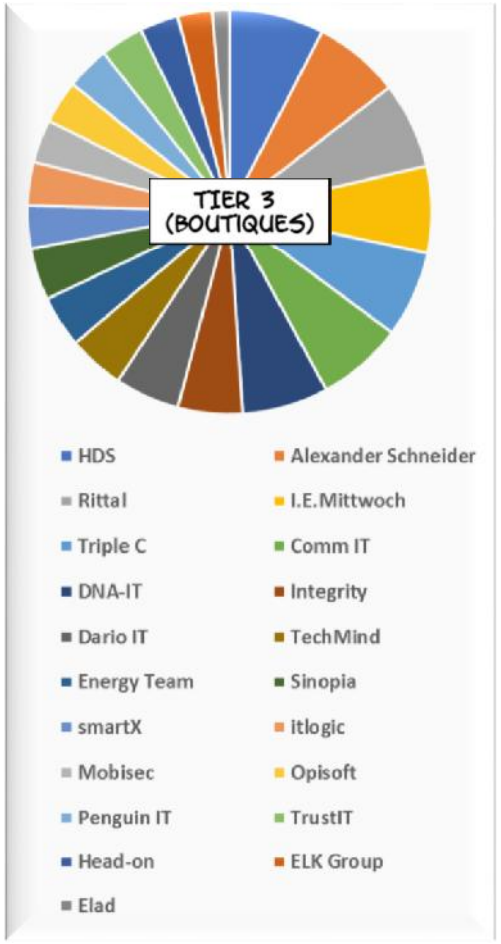
STKI Copyright@2017

Infrastructure Projects

Consolidation/ Virtualization /Monitoring/ BSM/ Storage/ Hardware/ Data Center Environment/ Networking Projects



VAS



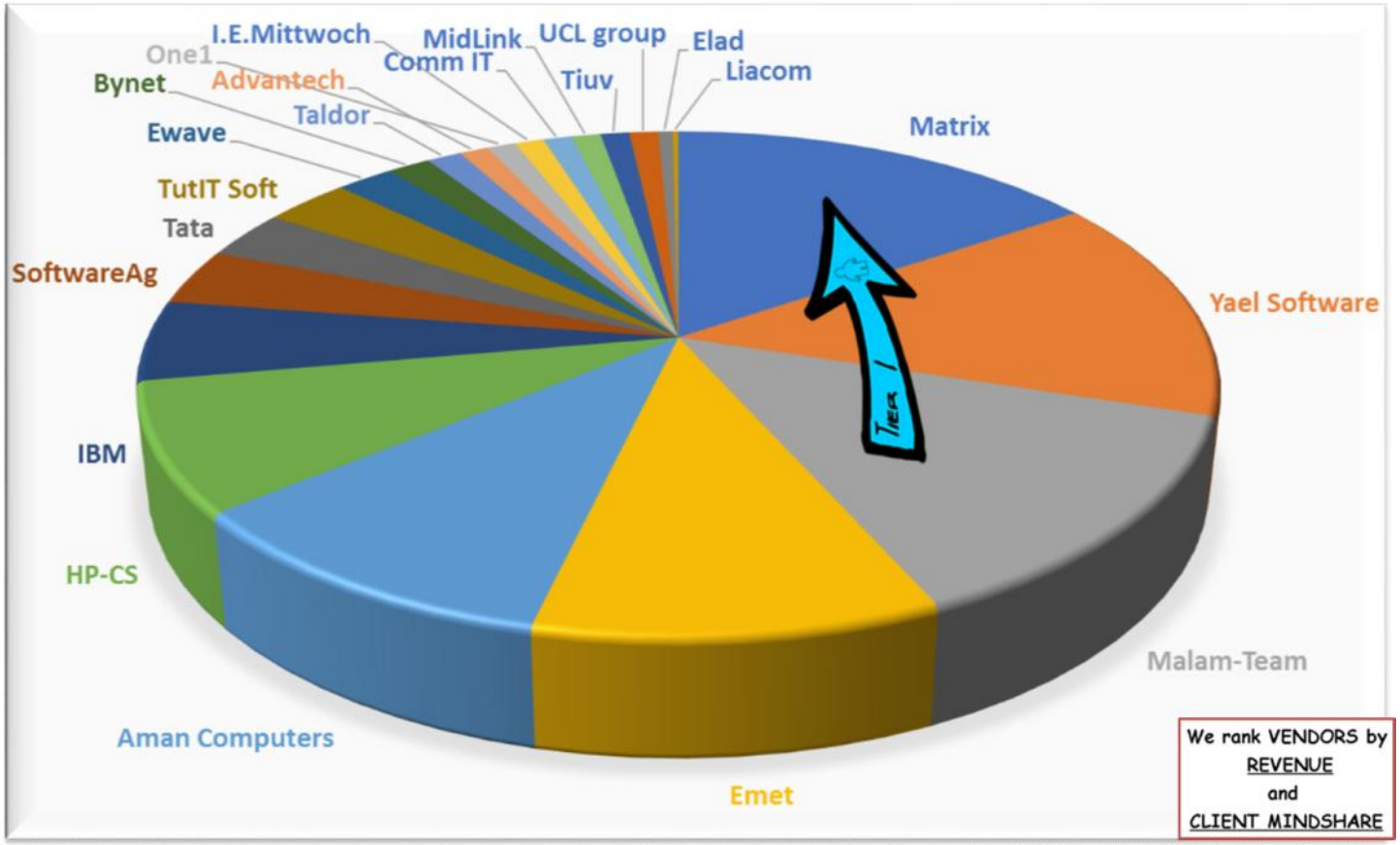
v2 stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Infrastructure Projects

Software integration, middleware, SOA, BPM, ALM, Testing tools, DevOps

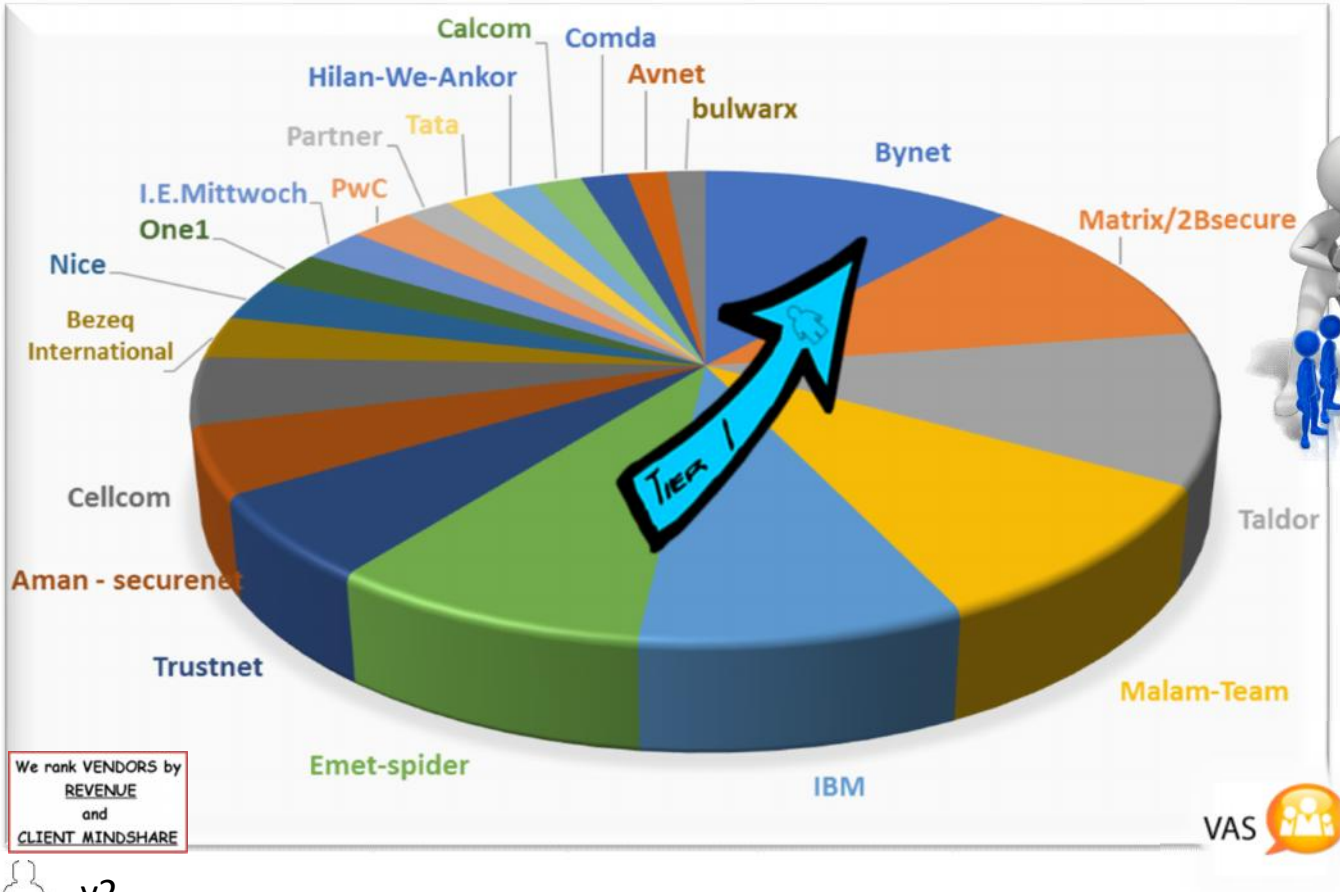


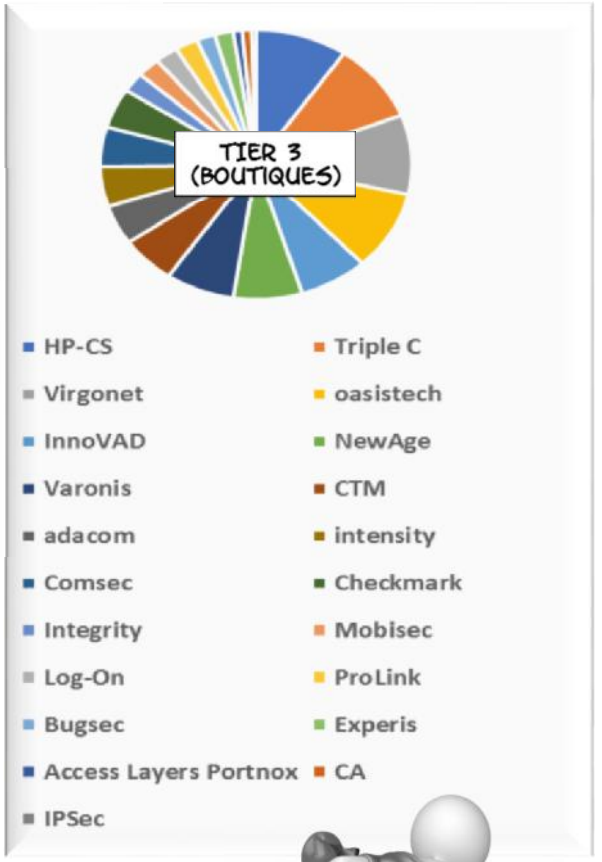
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Infrastructure Projects

Cyber Security Product Implementation





v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Infrastructure Projects

Unified Communication (IM, Video, Voice)

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

Office of the CIO/ PMO	ALM Q/A & Testing	IT Training	Hatmaa (הטמעה)	Auditing, Governance & Risk Management

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

	2014		2015		2016		2017		2018		2019
Office of the CIO/ PMO	30,000	-23.33%	23,000	-13.04%	20,000	-2.50%	19,500	7.69%	21,000	7.14%	22,500
ALM Q/A & Testing	98,000	-8.16%	90,000	2.22%	92,000	1.63%	93,500	1.60%	95,000	3.16%	98,000
IT Training	72,000	-2.78%	70,000	-1.43%	69,000	-2.90%	67,000	-2.99%	65,000	-7.69%	60,000
הטמעה	54,000	9.26%	59,000	10.17%	65,000	12.31%	73,000	12.33%	82,000	9.76%	90,000
Auditing, Governance & Risk Management	70,000	-7.14%	65,000	4.62%	68,000	2.94%	70,000	2.86%	72,000	0.00%	72,000
	324,000	-5.25%	307,000	2.28%	314,000	2.87%	323,000	3.72%	335,000	2.24%	342,500

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

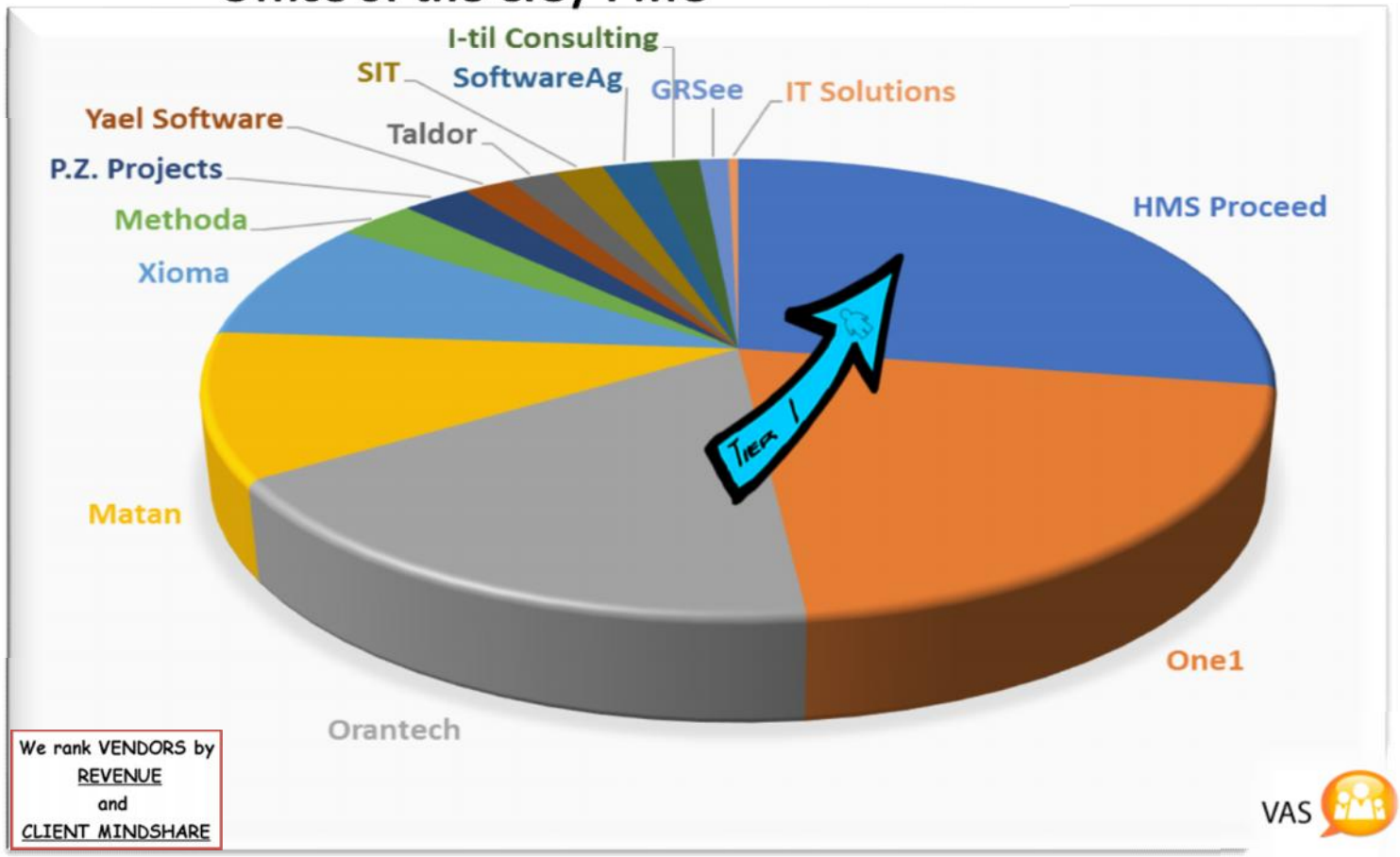
VAS

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

Office of the CIO/ PMO

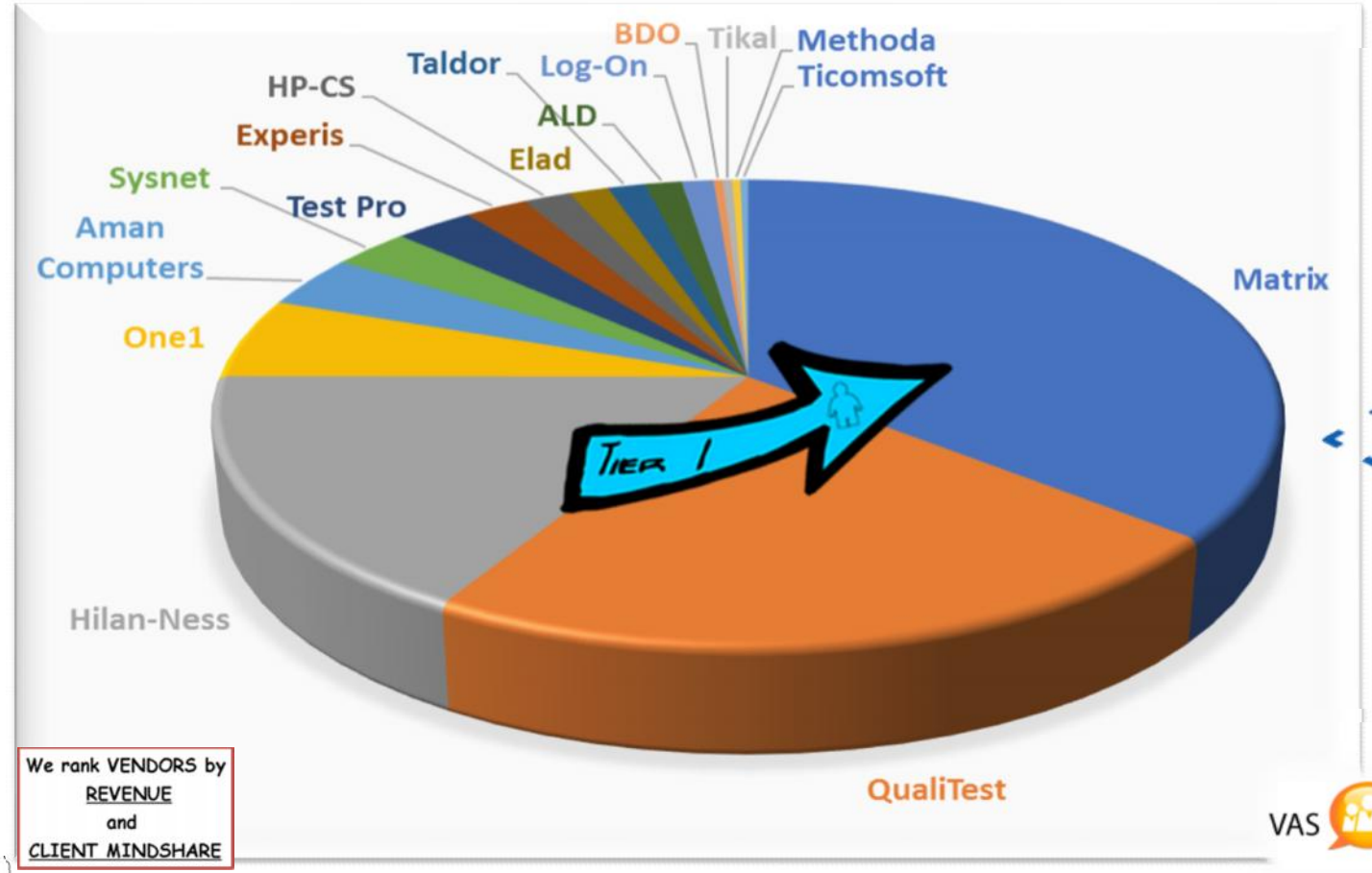


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

ALM Q/A & Testing



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

v2

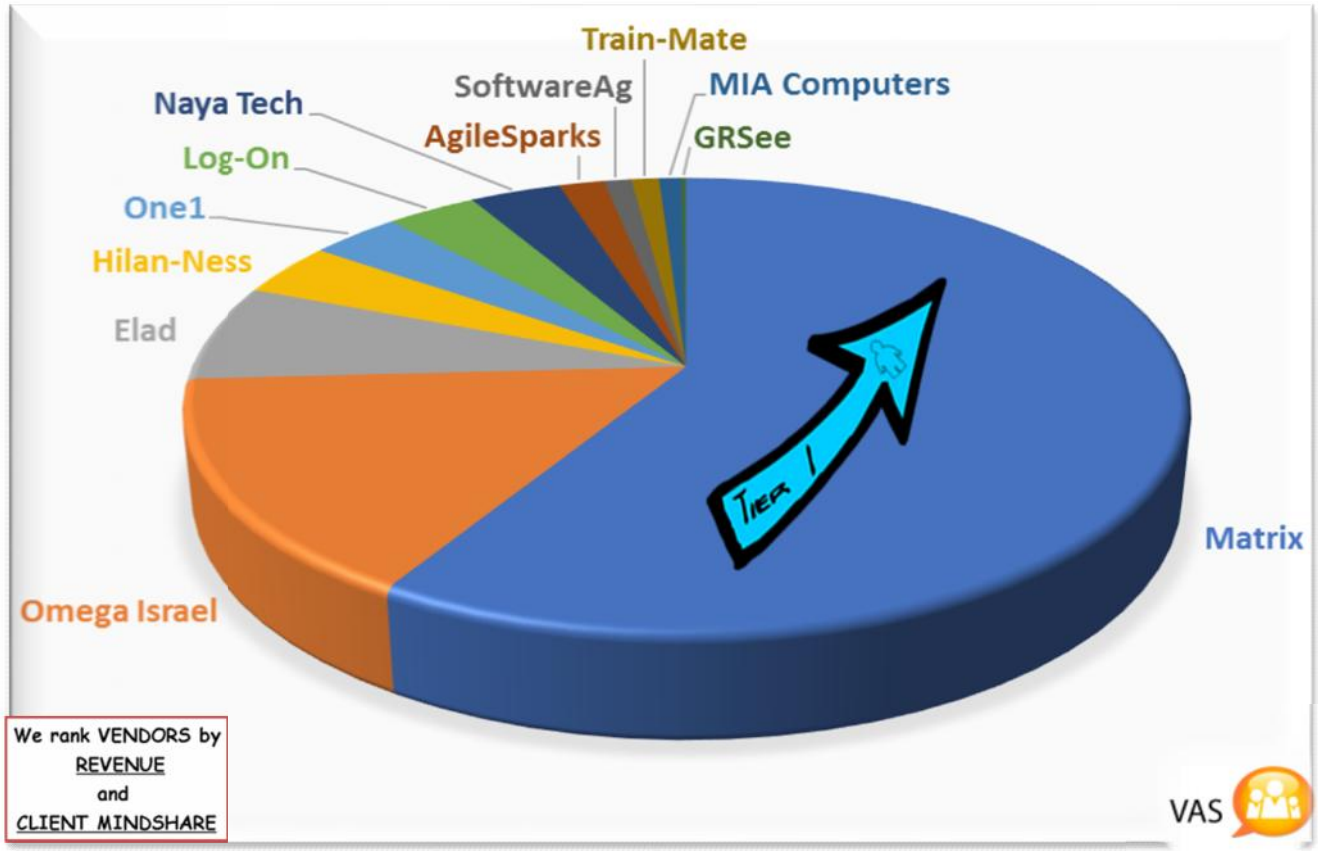
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

IT Training

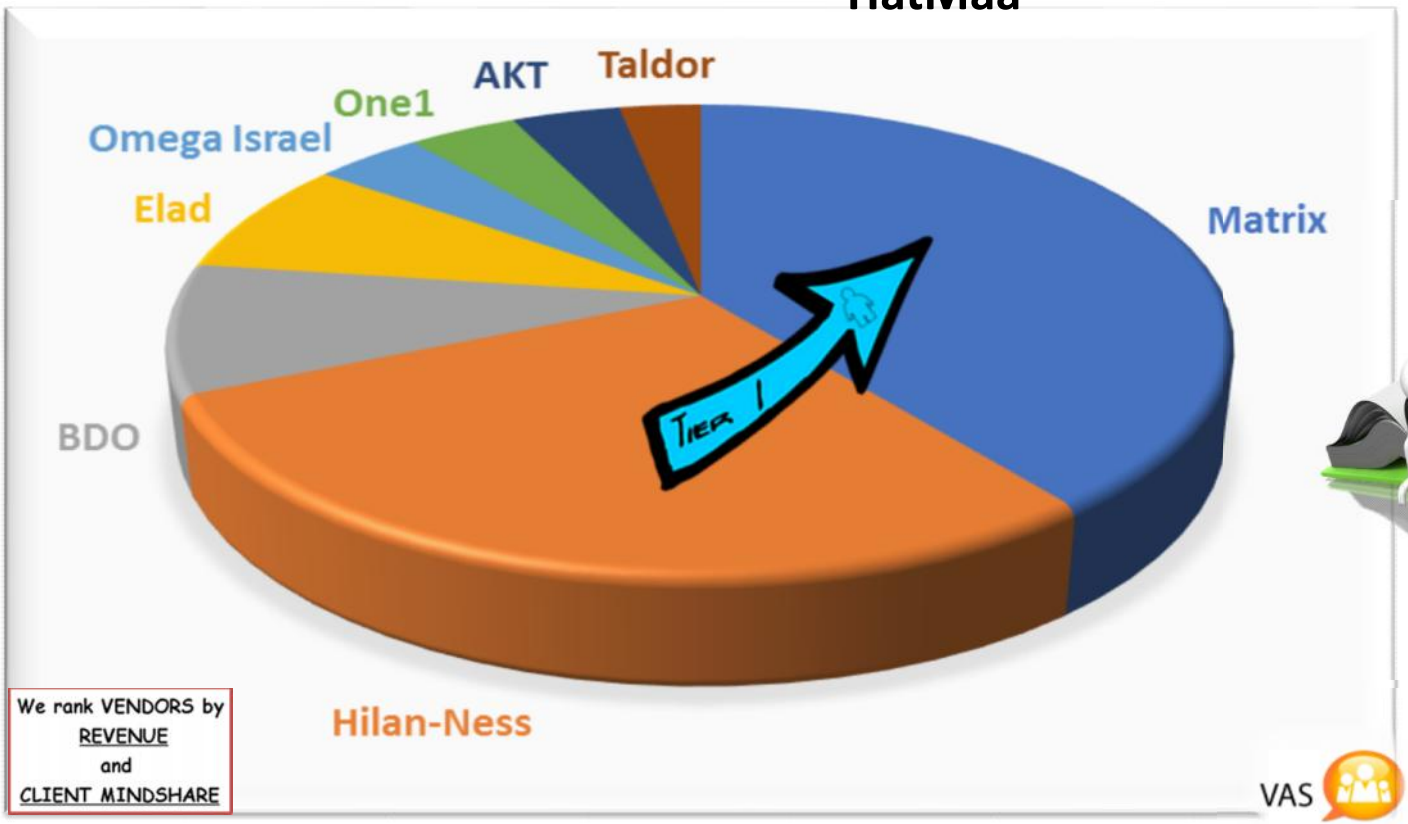


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

HatMaa

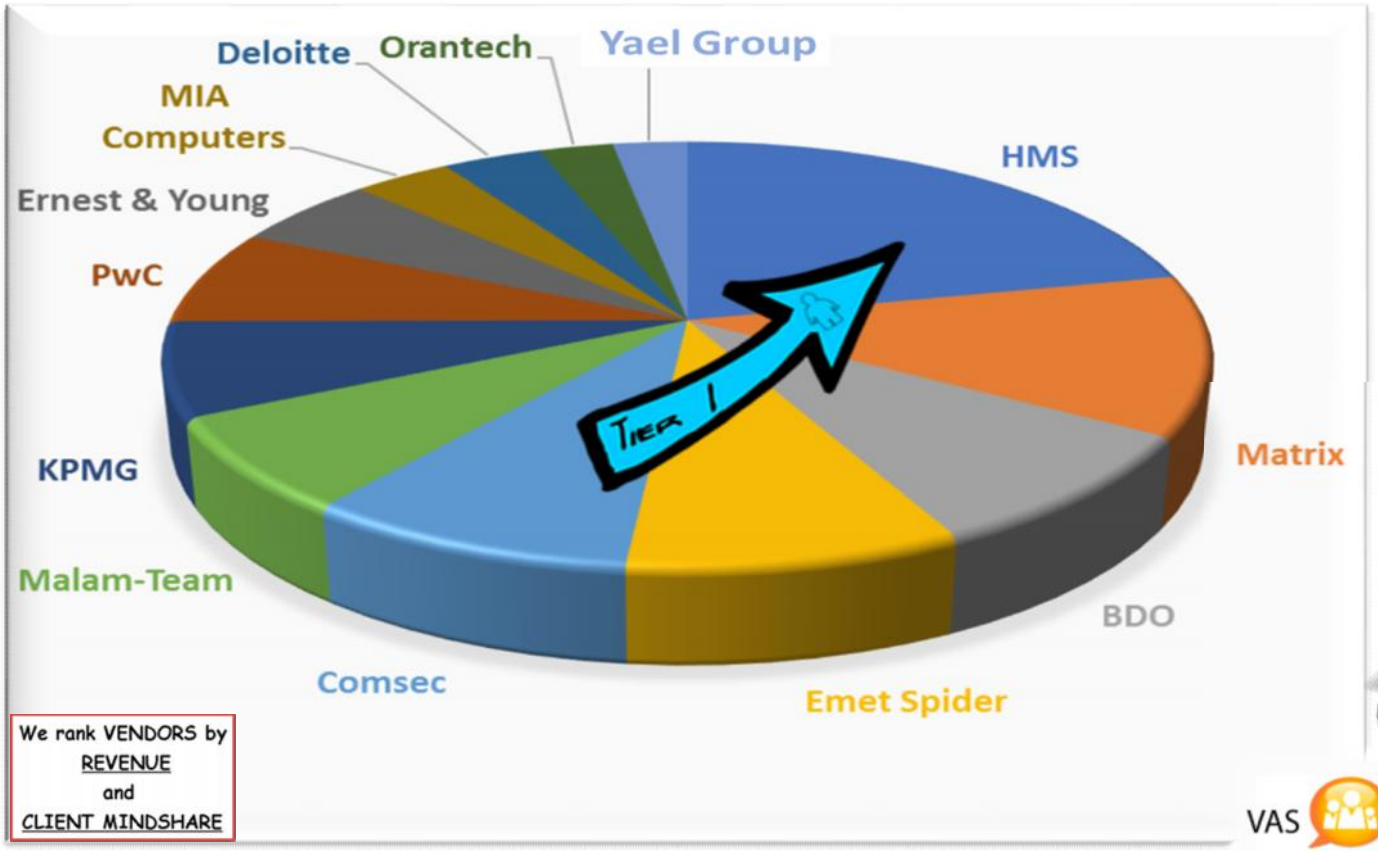


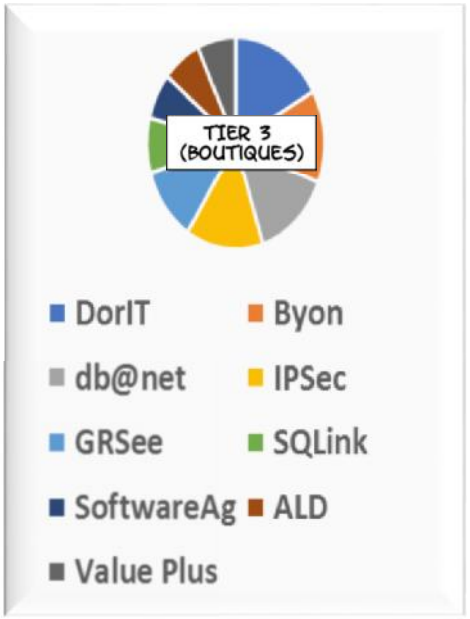
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Project Management Services

Auditing, Governance & Risk Management





VAS

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

ERP	CRM-XRM	Multi Channel Engagement Tools	HR & Talent Mng	Data, BI, Analytics	Marketing Automation

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

	2014		2015		2016		2017		2018		2019
ERP	190,000	-7.89%	175,000	-8.57%	160,000	-6.25%	150,000	-3.00%	145,500	-2.41%	142,000
CRM-XRM	168,000	1.19%	170,000	1.18%	172,000	4.65%	180,000	2.78%	185,000	1.35%	187,500
Contact Center and Multi channel engagement tools	43,000	-4.65%	41,000	-4.88%	39,000	7.69%	42,000	11.90%	47,000	6.38%	50,000
Data, BI, Analytics	180,000	2.78%	185,000	3.78%	192,000	4.69%	201,000	4.48%	210,000	4.76%	220,000
Marketing Automation			12,000	50.00%	18,000	16.67%	21,000	19.05%	25,000	20.00%	30,000
HR & Talent Mng	20,000	12.50%	22,500	20.00%	27,000	11.11%	30,000	6.67%	32,000	9.38%	35,000
	2,426,042	-0.25%	2,420,045	1.96%	2,467,548	3.36%	2,550,551	4.39%	2,662,554	3.91%	2,766,557

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

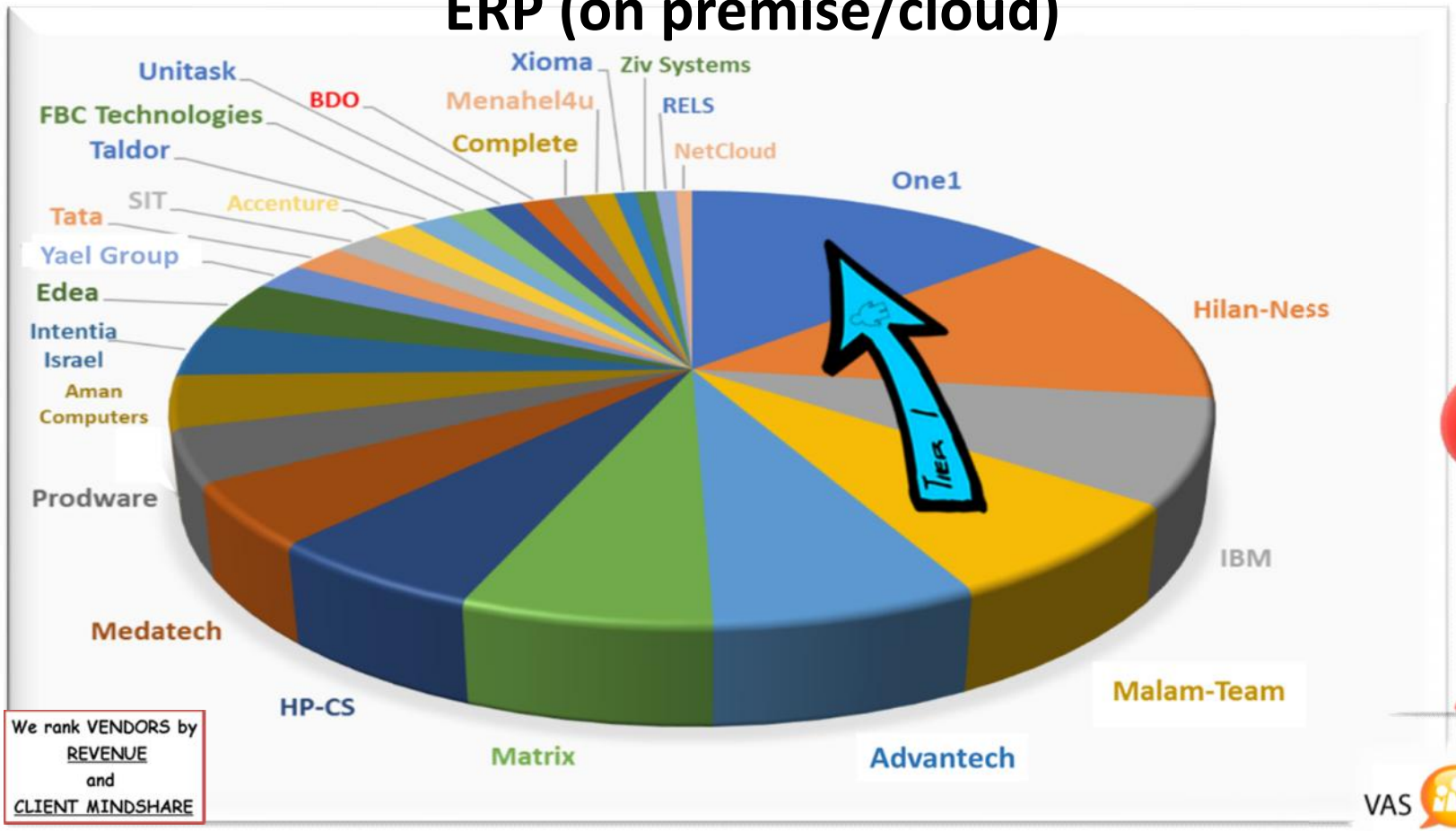
VAS

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

ERP (on premise/cloud)



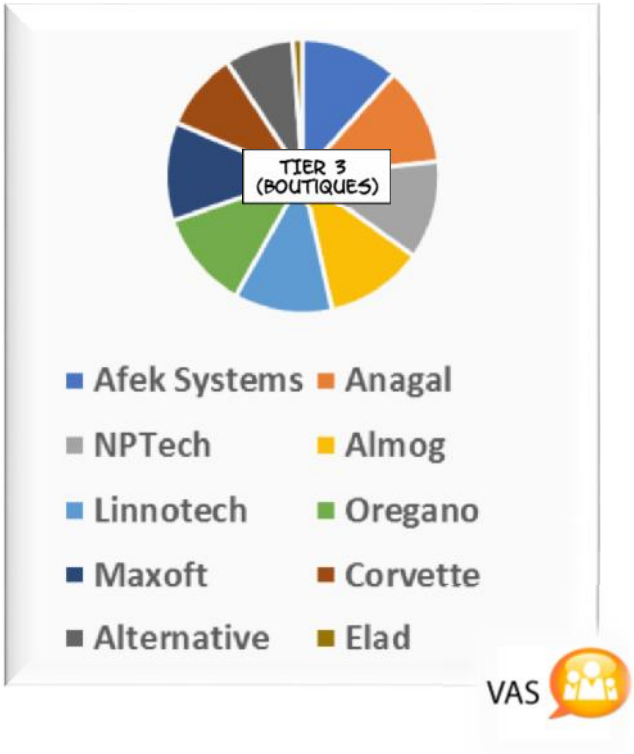
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

ERP (on premise/cloud)

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

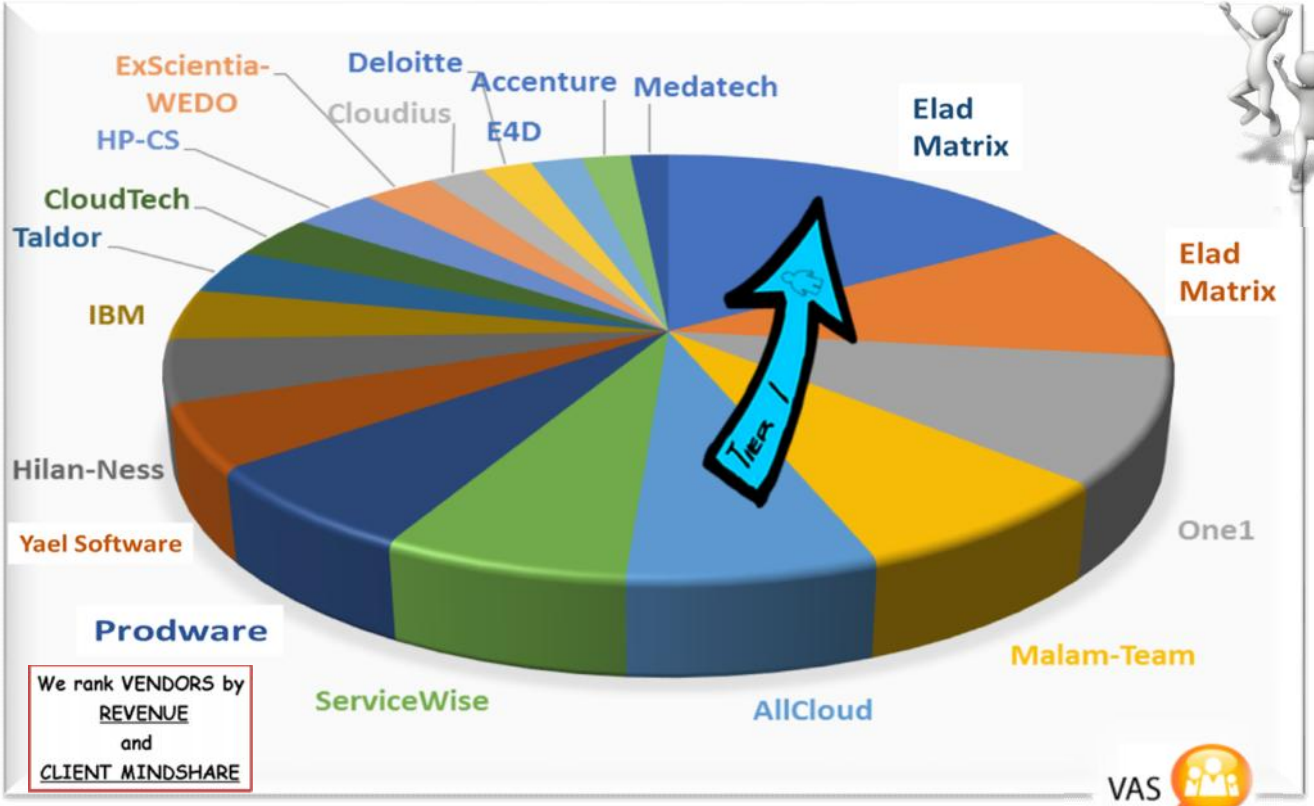


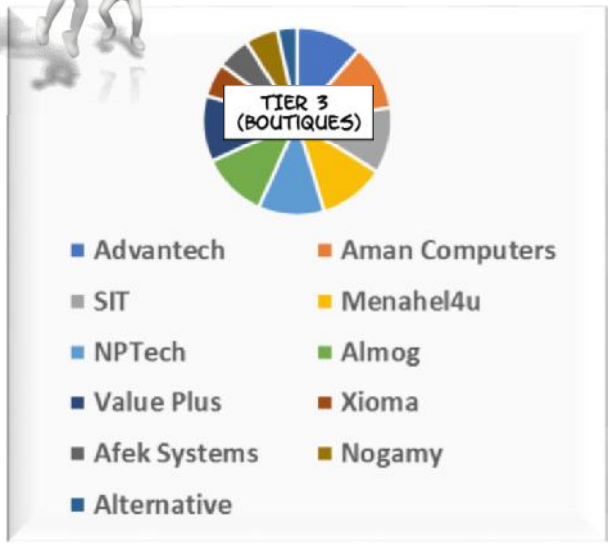
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

CRM-XRM (on premise/cloud)





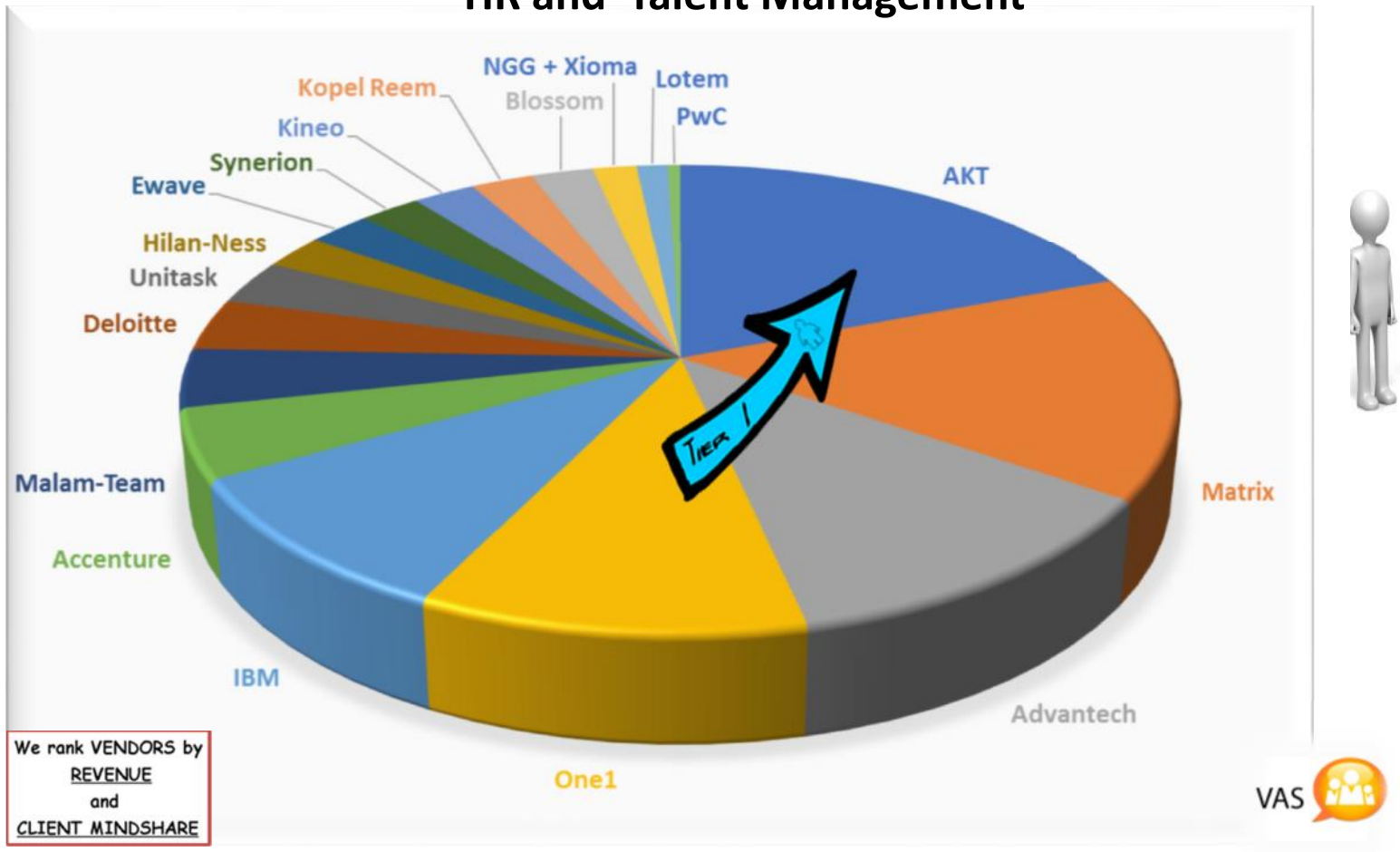
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

HR and Talent Management



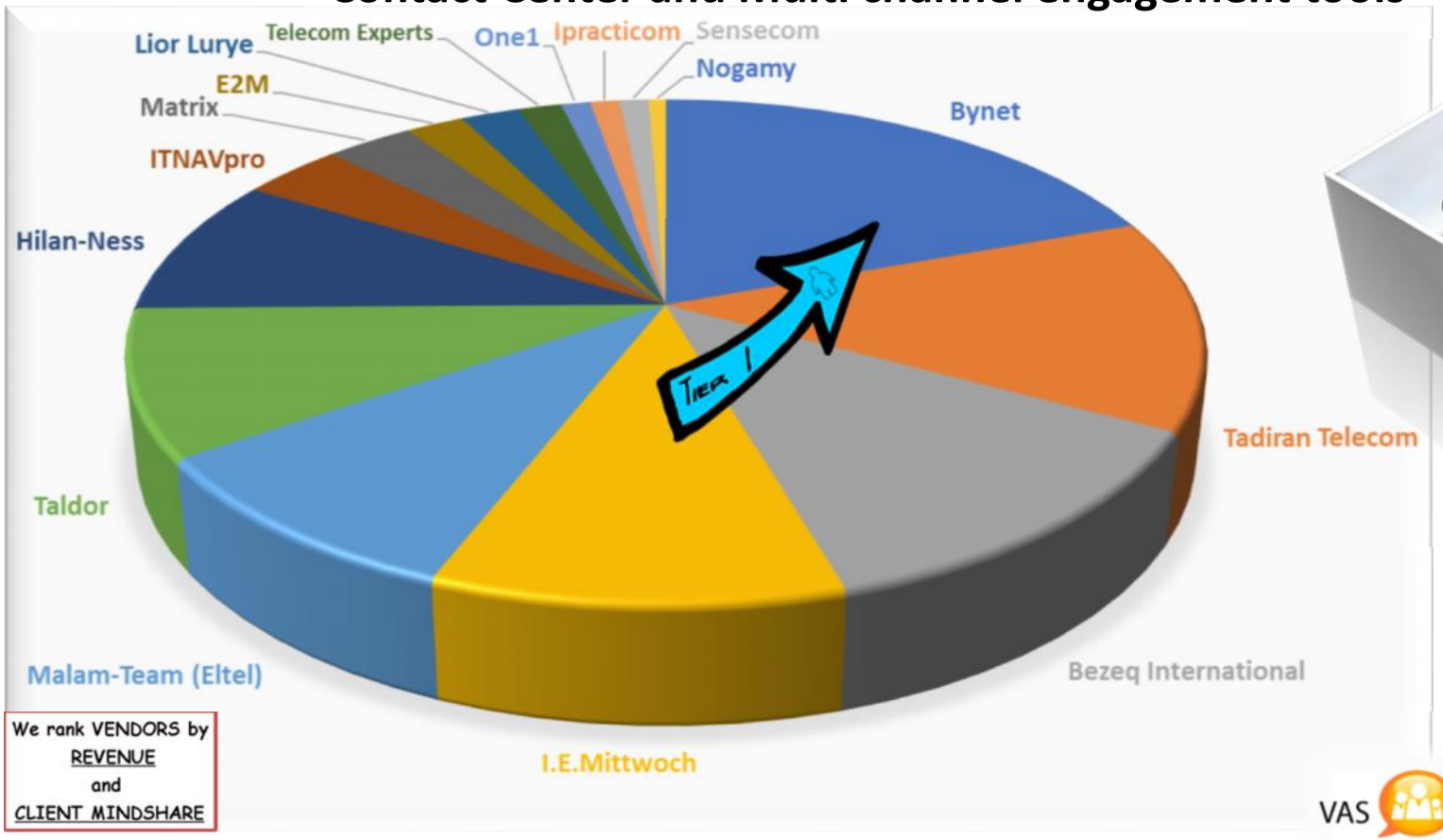
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

Contact Center and Multi channel engagement tools

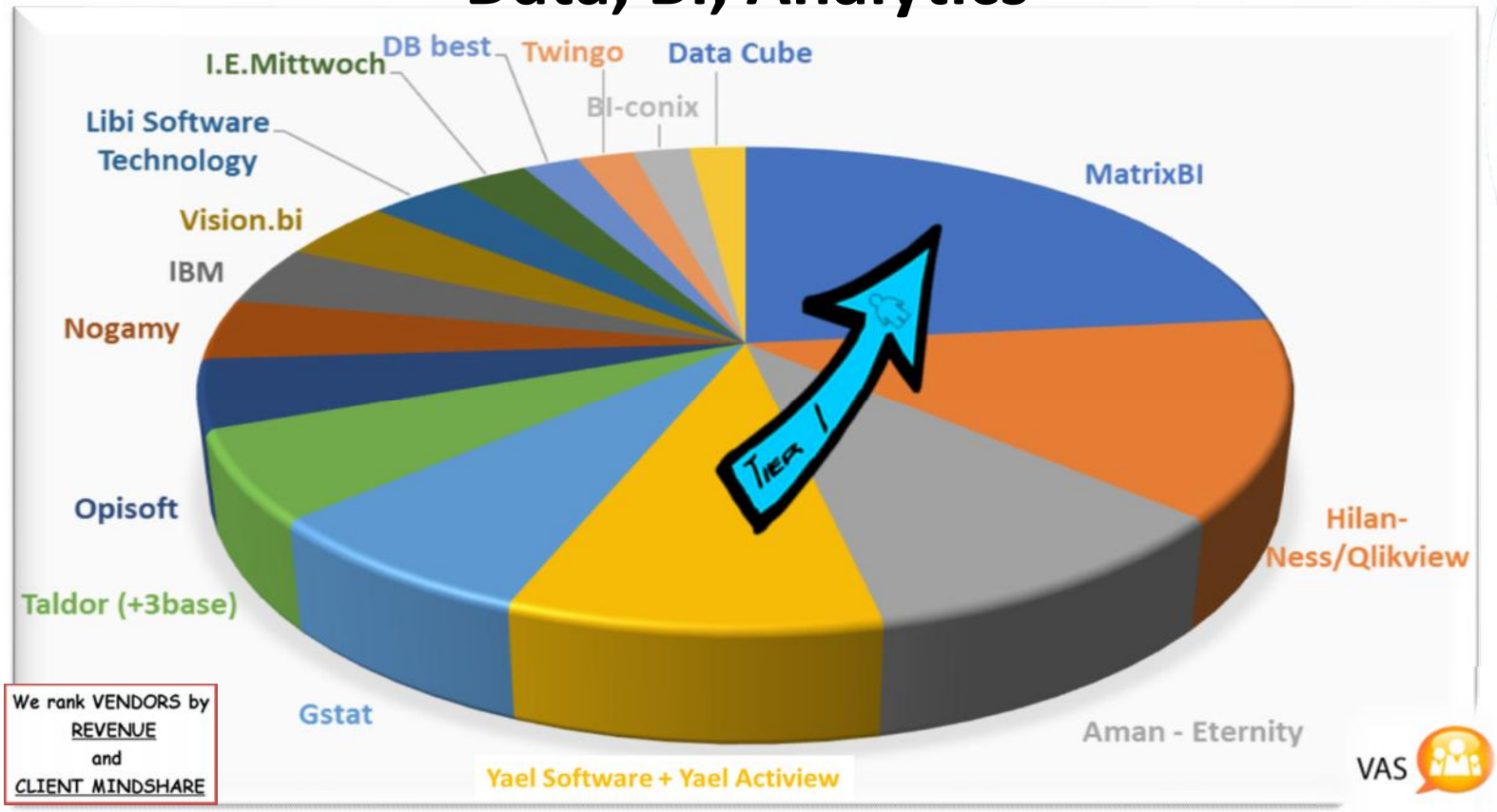


VAS

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1
Data, BI, Analytics

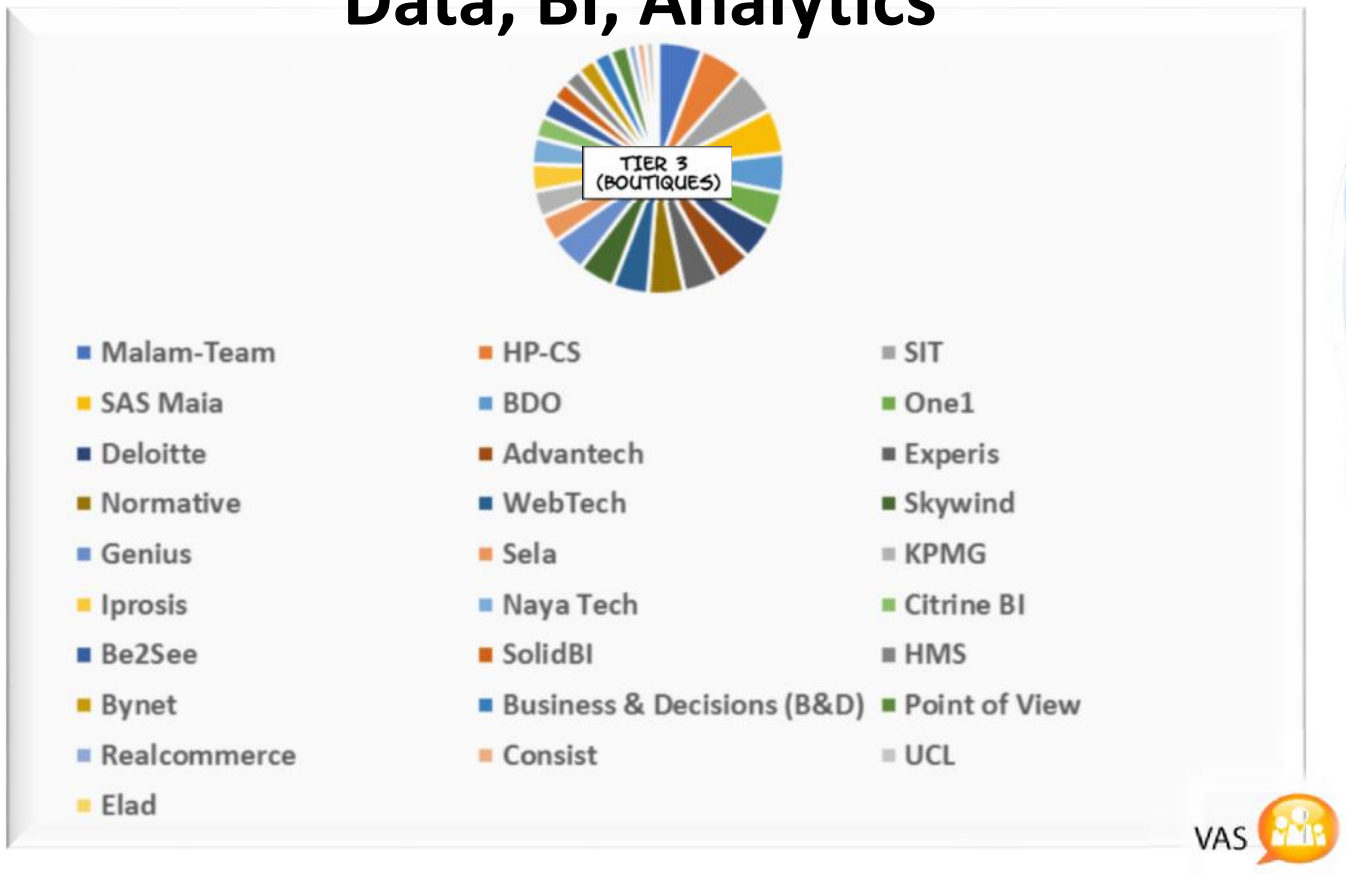


v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1
Data, BI, Analytics



We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

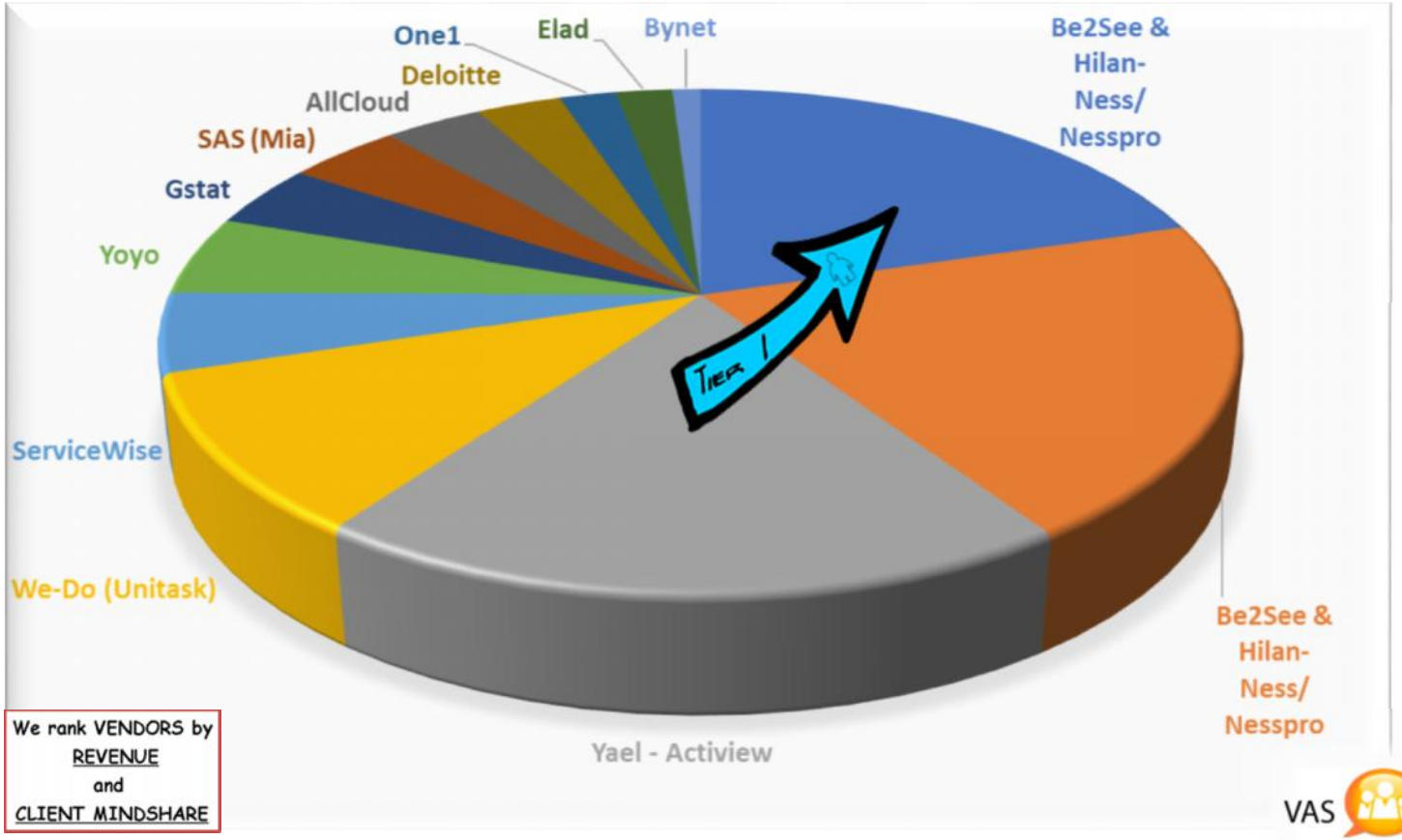
v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 1

Marketing Automation (on premise/cloud)



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 2

.NET based without web	java based without web	other technologies without web	Migrations	SaaS implementations

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 2

	2014		2015		2016		2017		2018		2019
.NET based without web	35,000	7.14%	37,500	4.00%	39,000	2.56%	40,000	-5.00%	38,000	-7.89%	35,000
java based without web	20,000	15.00%	23,000	13.04%	26,000	11.54%	29,000	6.90%	31,000	4.84%	32,500
development (other technologies) without web	20,000	30.00%	26,000	11.54%	29,000	6.90%	31,000	4.84%	32,500	7.69%	35,000
SaaS implementations			30,000	6.67%	32,000	12.50%	36,000	11.11%	40,000	17.50%	47,000
Migrations	25,000	12.00%	28,000	-1.79%	27,500	-9.09%	25,000	-20.00%	20,000	-12.50%	17,500
	100,000	44.50%	144,500	6.23%	153,500	4.89%	161,000	0.31%	161,500	3.41%	167,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

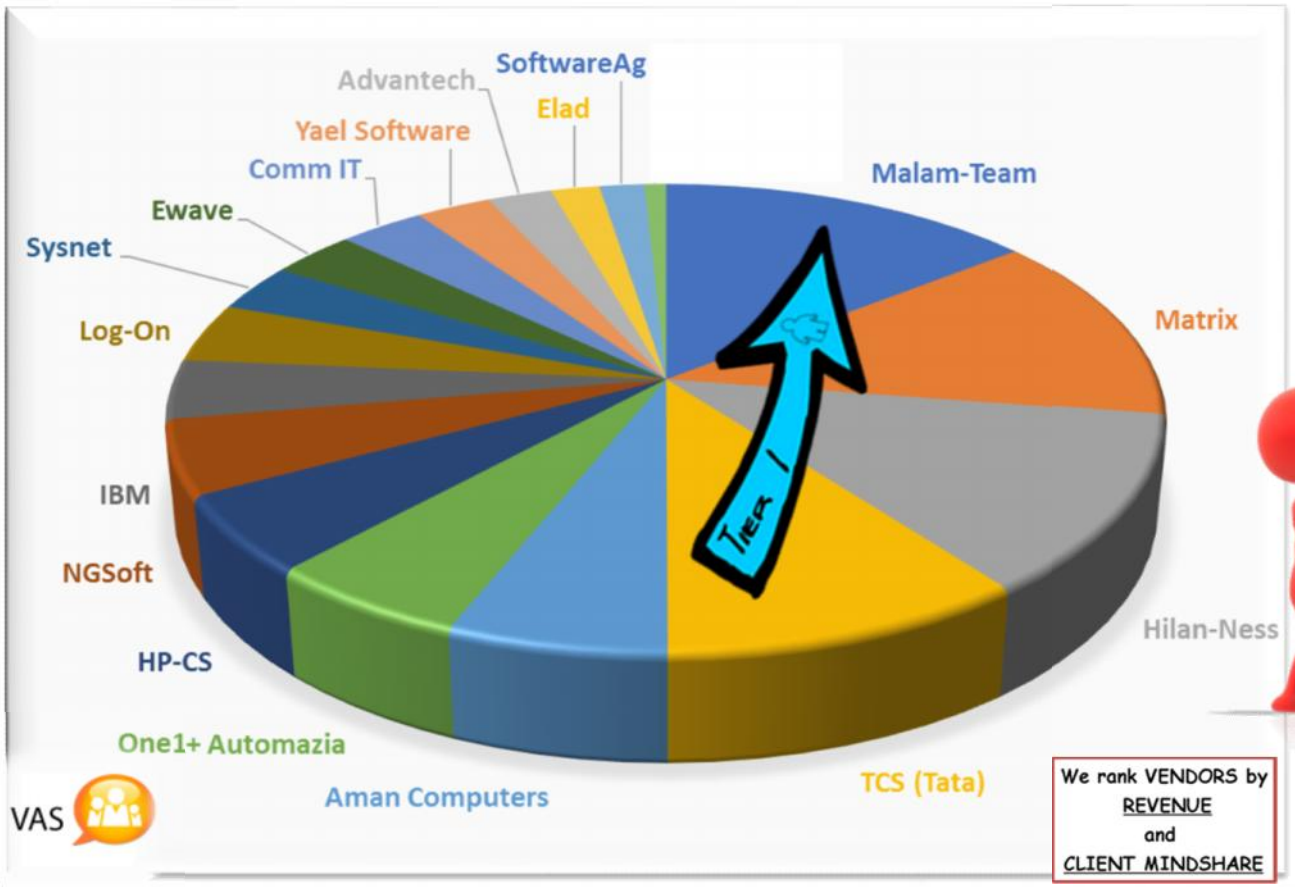
v2
stki.info

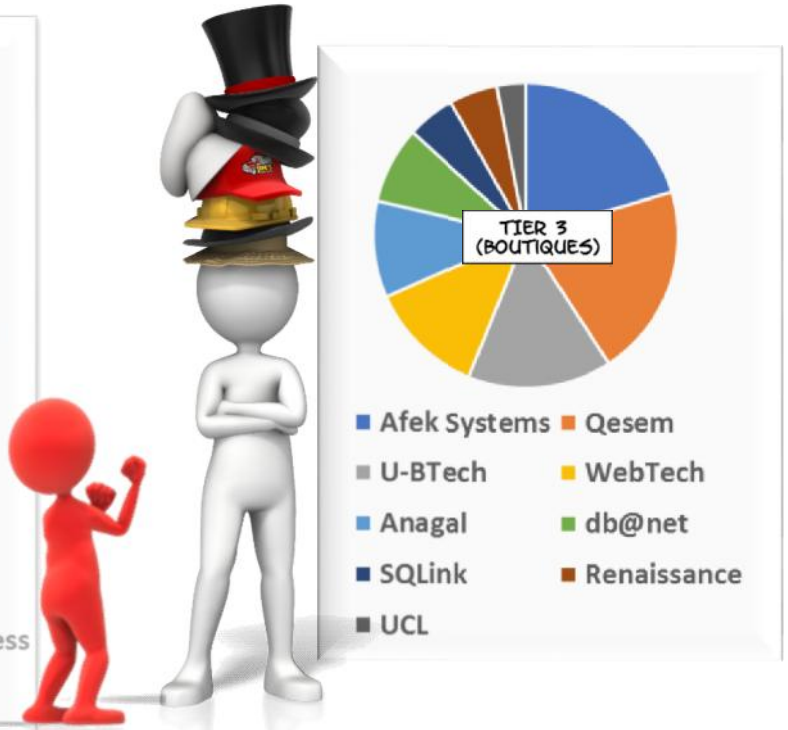
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 2

"general" software development





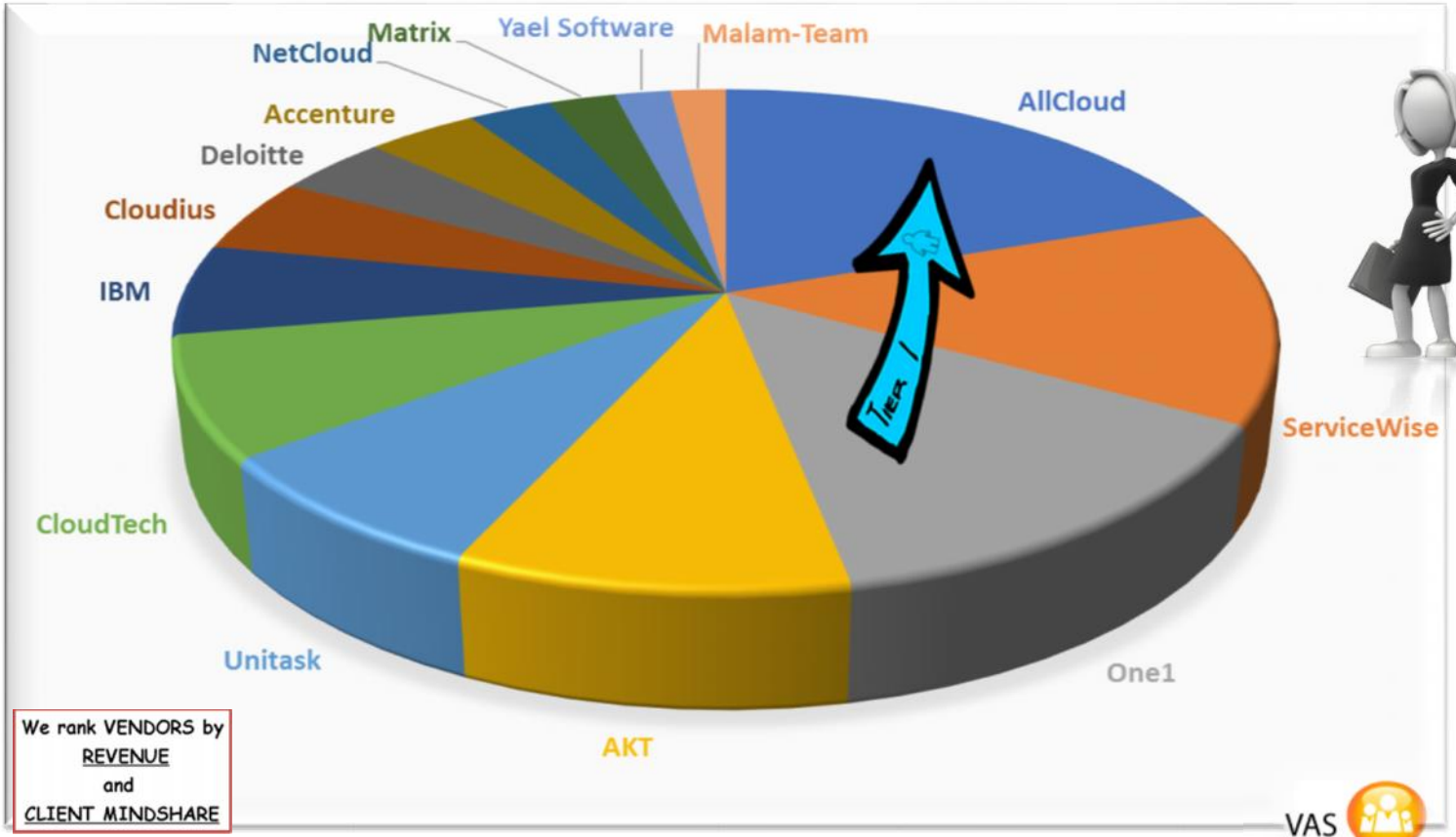
v2
stki.info

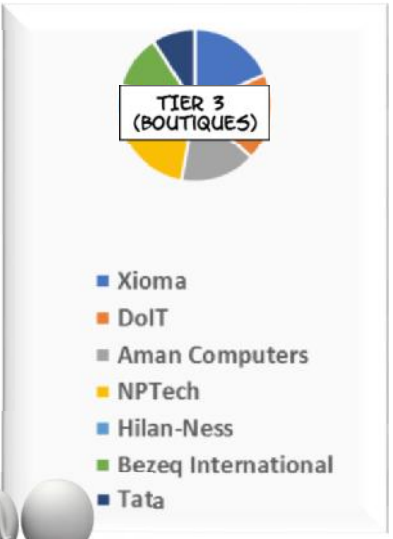
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 2

SaaS implementations



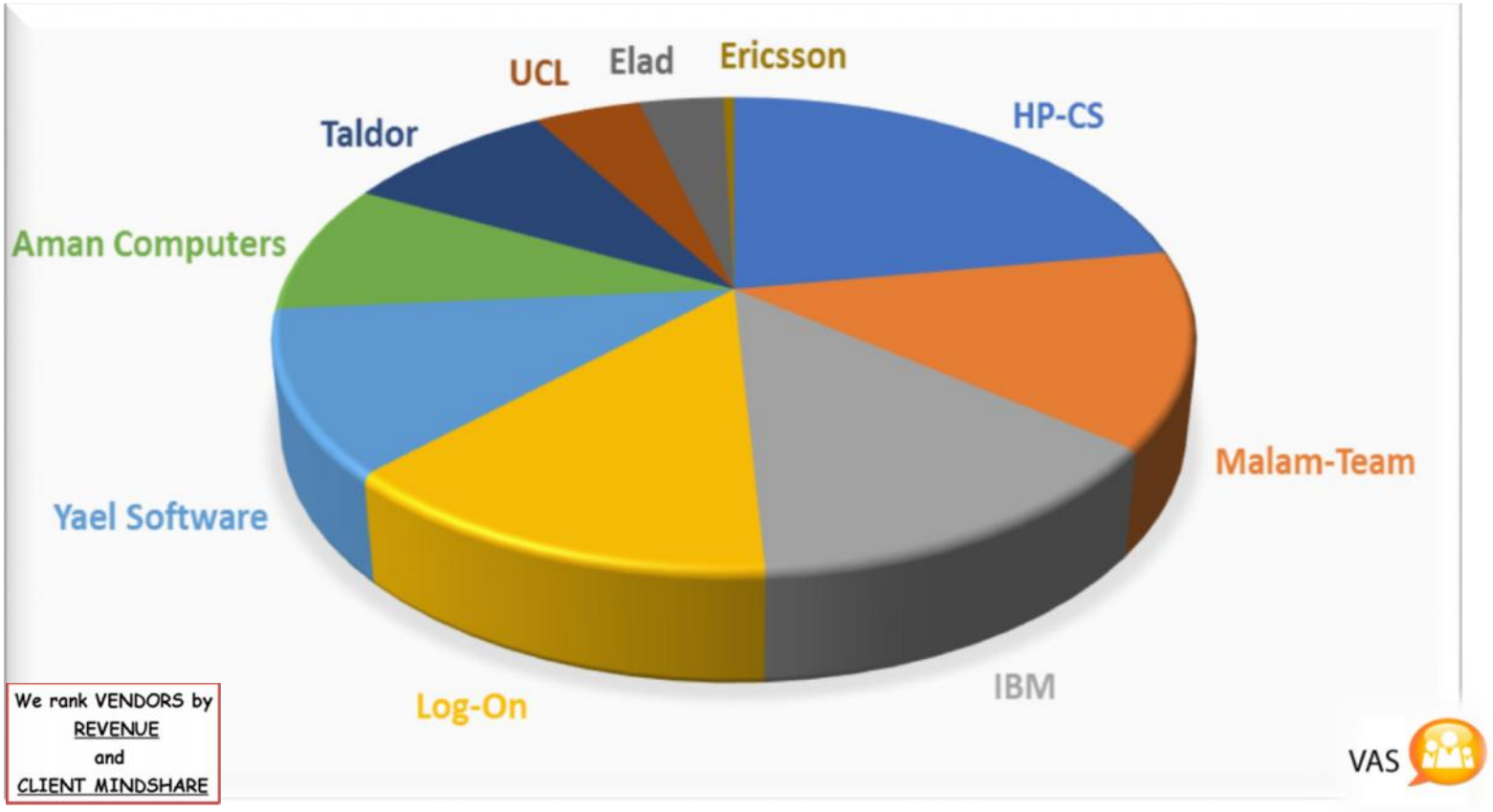


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 2

Migrations



v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 3

Mobile	UX Design	IoT Projects	Core Modernization	Core Vertical Package Implementation

VAS

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 3

	2014		2015		2016		2017		2018		2019
Mobile	25,000	-12.00%	22,000	6.82%	23,500	6.38%	25,000	4.00%	26,000	7.69%	28,000
UX Design	32,000	9.38%	35,000	8.57%	38,000	10.53%	42,000	2.38%	43,000	4.65%	45,000
Core Modernization	60,000	8.33%	65,000	15.38%	75,000	6.67%	80,000	2.50%	82,000	6.71%	87,500
Core Vertical Package Implementation	135,000	3.70%	140,000	5.71%	148,000	4.73%	155,000	3.23%	160,000	12.50%	180,000
IoT Projects			5,000	50.00%	7,500	13.33%	8,500	11.76%	9,500	0.00%	9,500
	252,000	5.95%	267,000	9.36%	292,000	6.34%	310,500	3.22%	320,500	9.20%	350,000

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

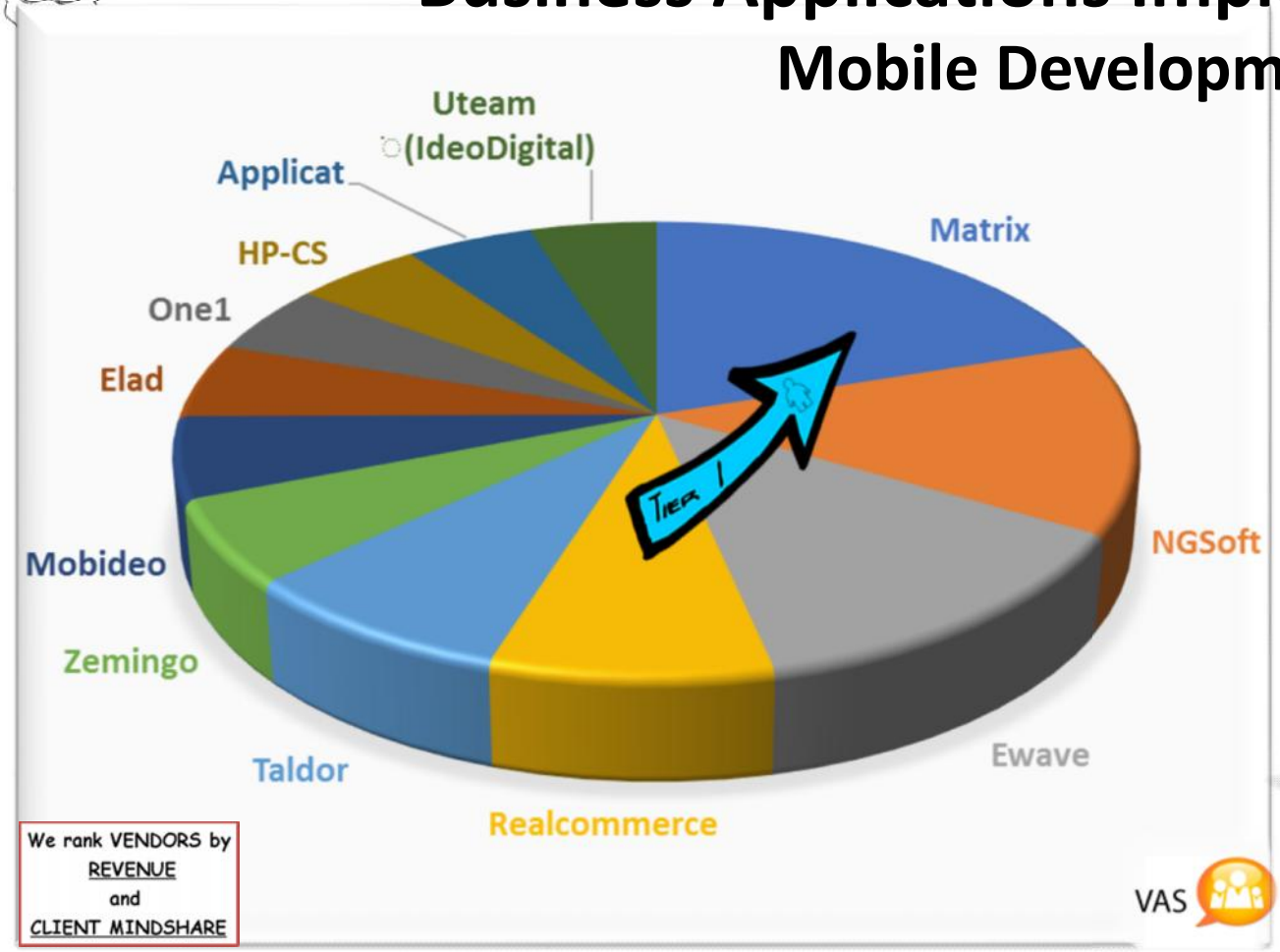
VAS

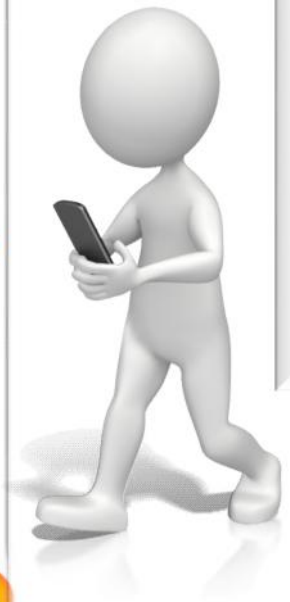
v2
stki.info

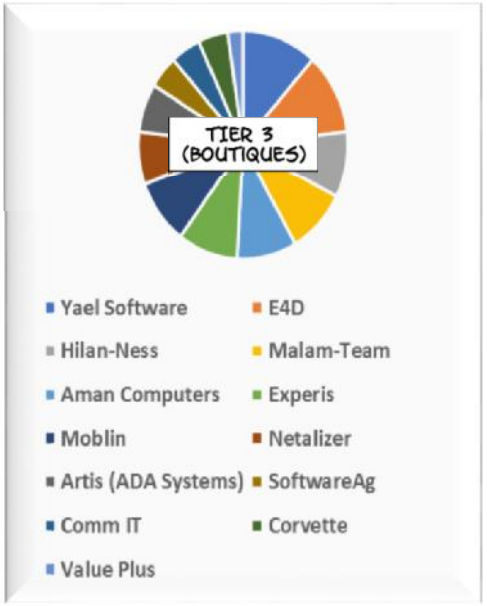
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 3
Mobile Development





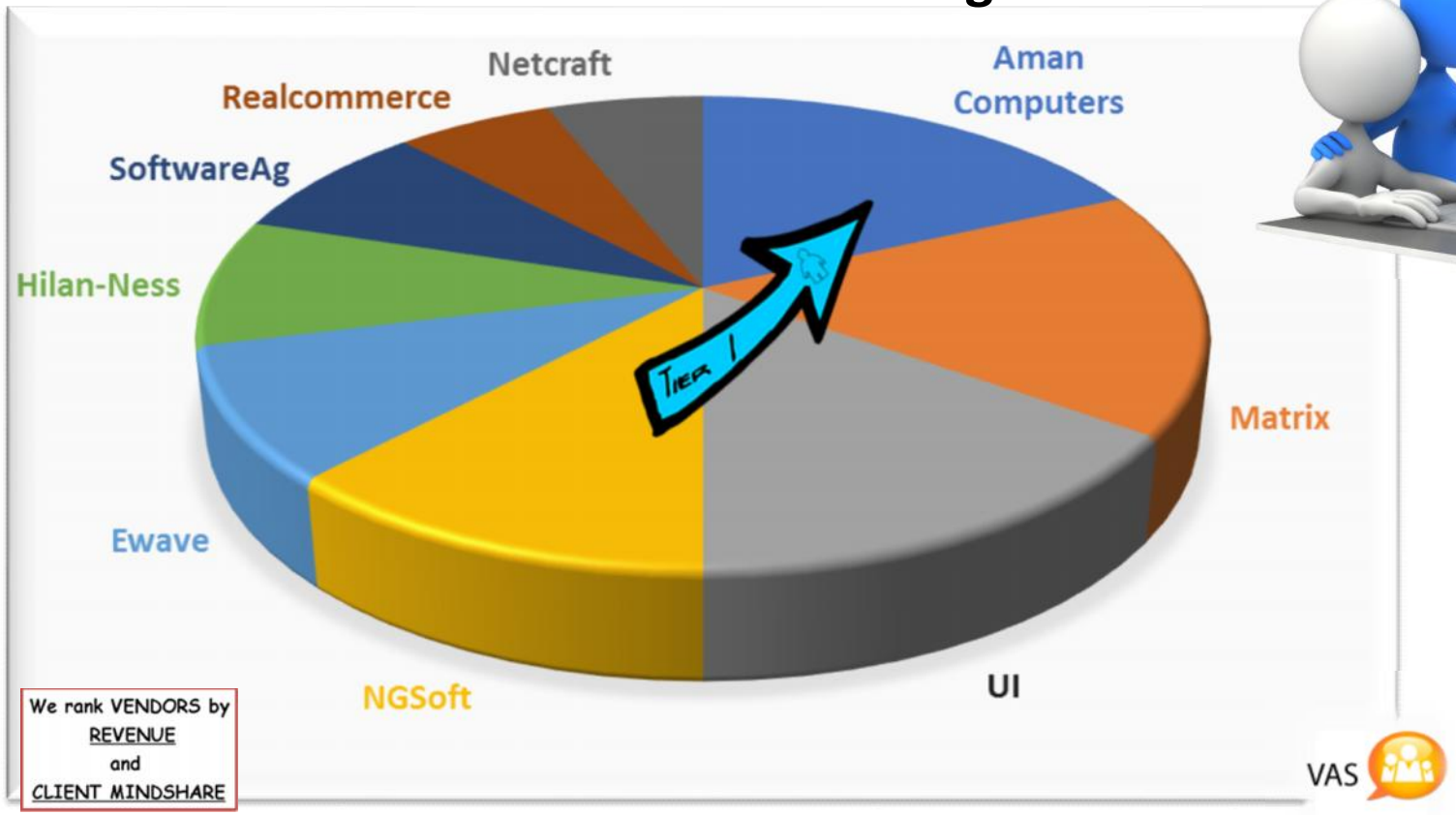


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 3

UX Design

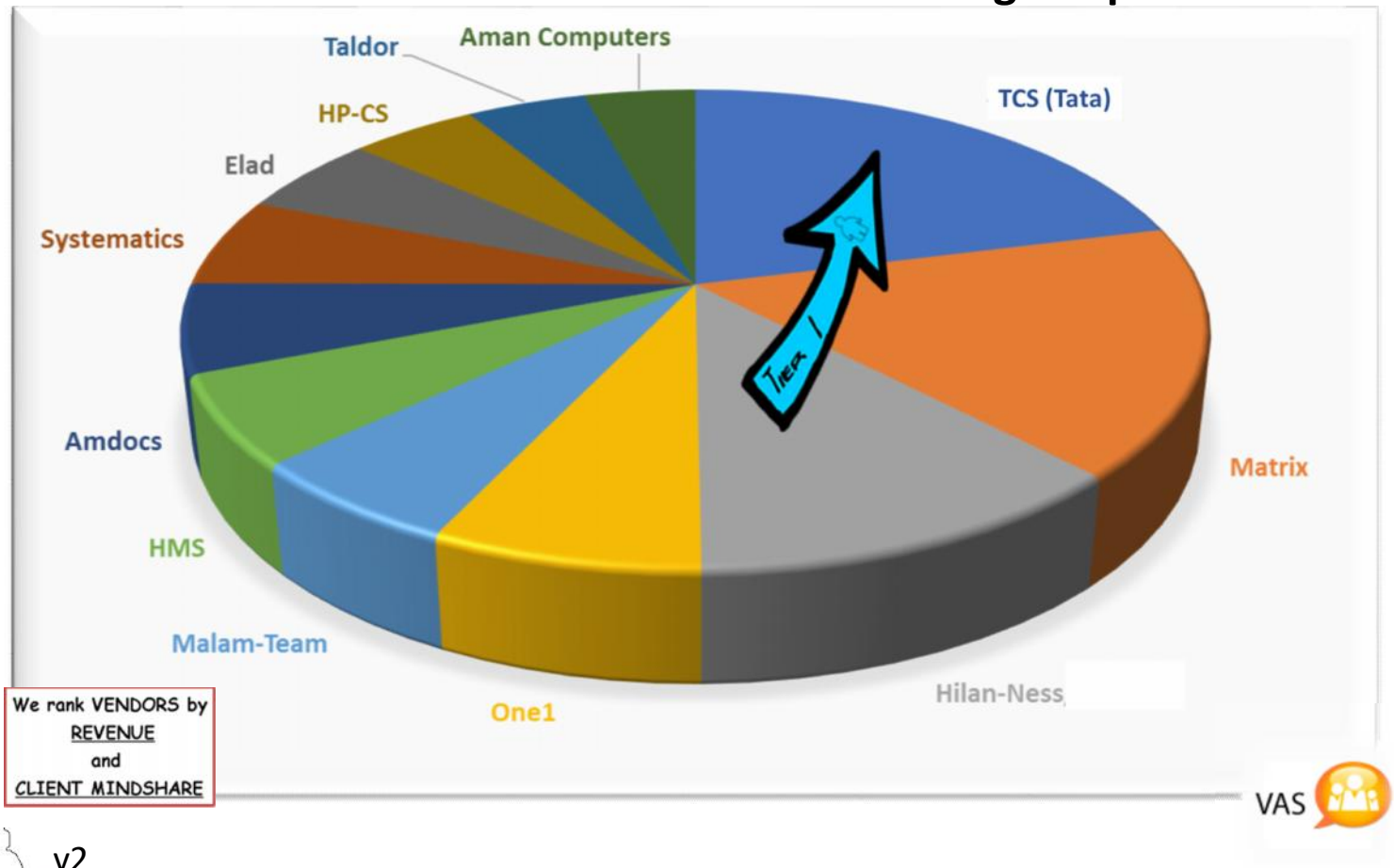


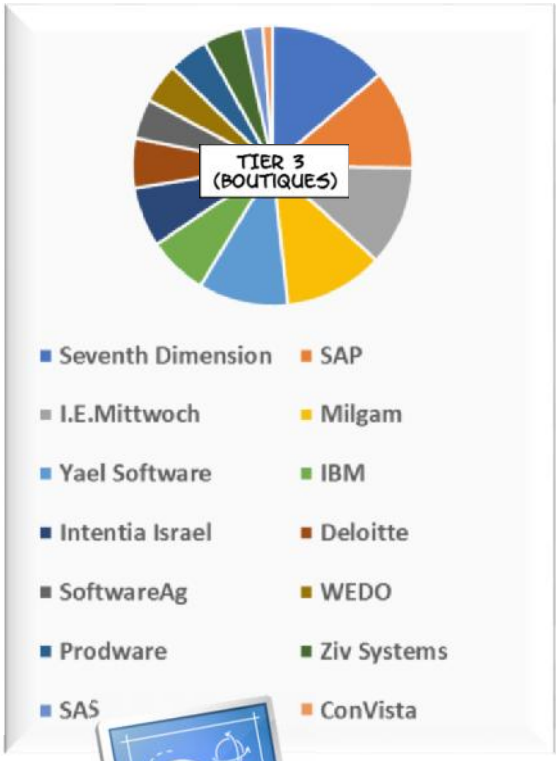
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 3

Core Vertical Package Implementation



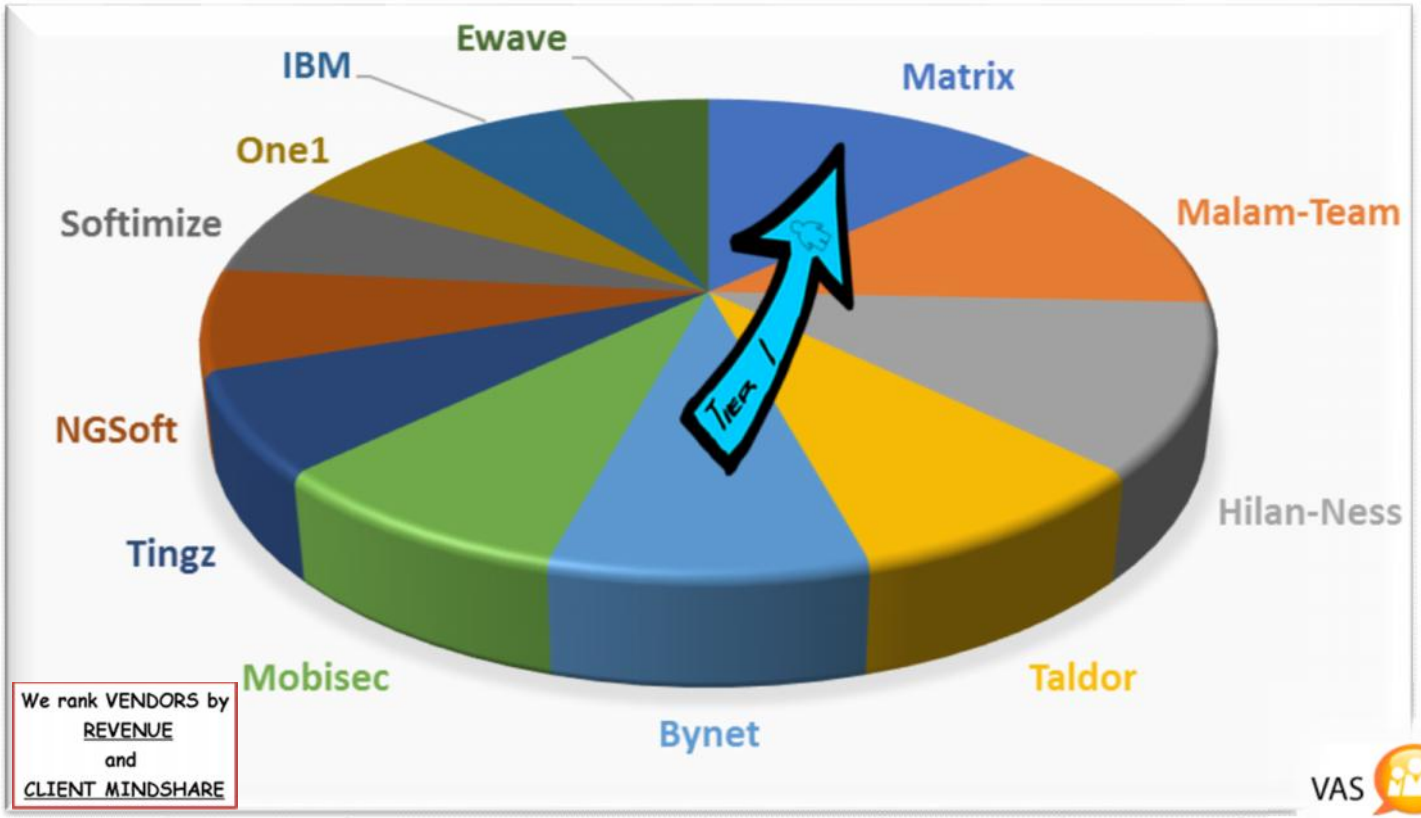


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 3

IoT Projects



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 4

Web & eCommerce	Knowledge Management	Web Accessibility	Digital Output Management
	• ECM, • Portals		• Customer Communication Management

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 4

	2014		2015		2016		2017		2018		2019
Knowledge Management (ECM, Portals)	95,000	-5.26%	90,000	-2.78%	87,500	-2.86%	85,000	-3.53%	82,000	-2.44%	80,000
Web & eCommerce	27,000	11.11%	30,000	8.33%	32,500	7.69%	35,000	8.57%	38,000	5.26%	40,000
Web Accessibility	5,000	200.00%	15,000	66.67%	25,000	2.00%	25,500	-5.88%	24,000	-8.33%	22,000
Digital Output Management/Customer Communication Management	22,000	-9.09%	20,000	5.00%	21,000	2.38%	21,500	2.33%	22,000	4.55%	23,000
	149,000	4.03%	155,000	7.10%	166,000	0.60%	167,000	-0.60%	166,000	-0.60%	165,000

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

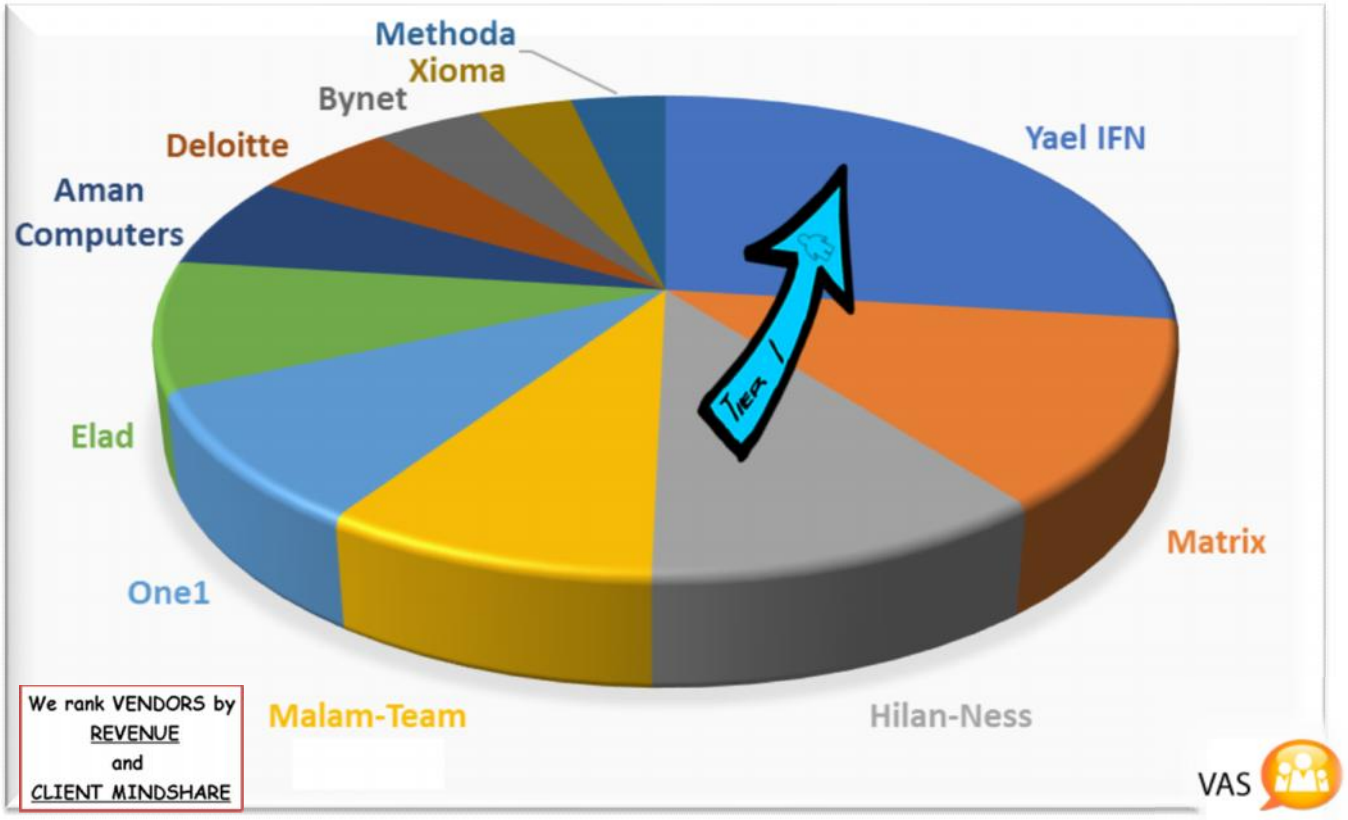
VAS

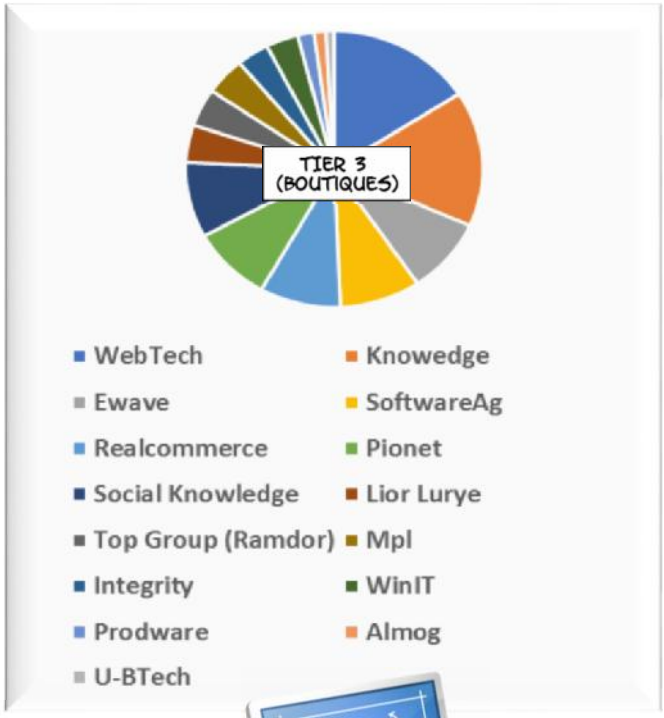
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 4

Knowledge Management (ECM, Portals)





v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Business Applications Implementation 4

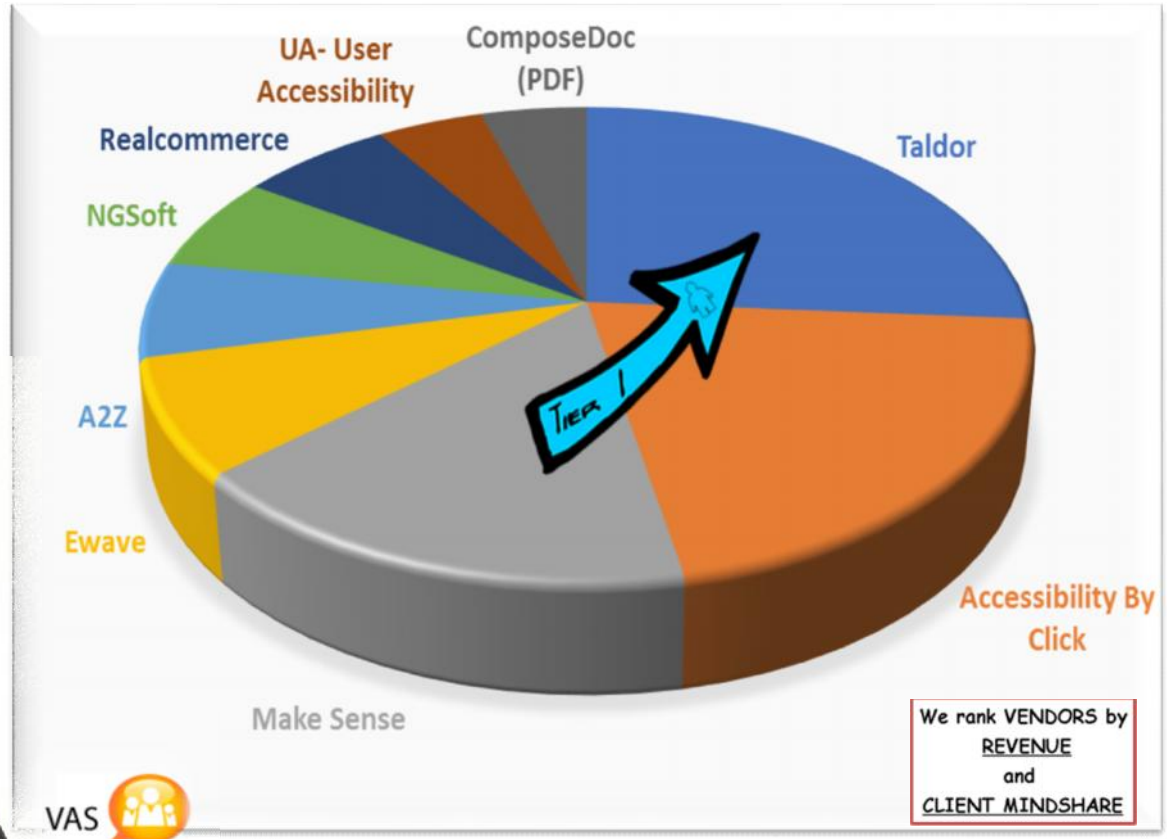
Web & eCommerce

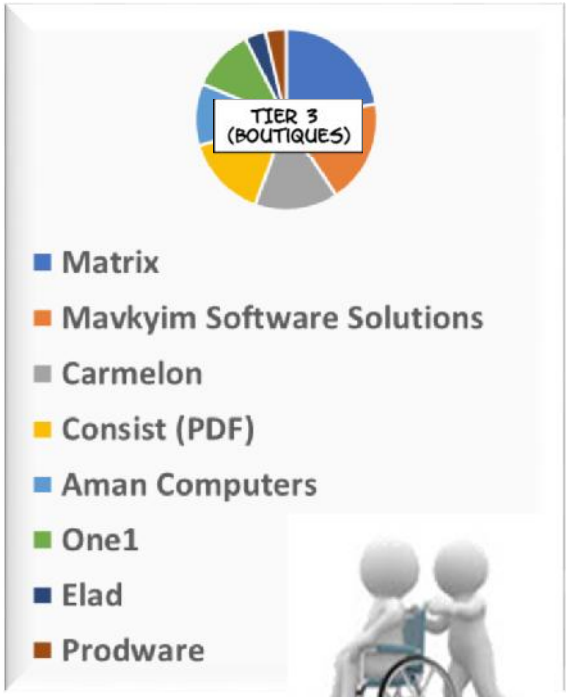
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

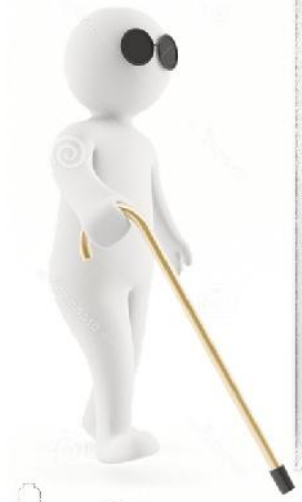
STKI Copyright@2017

Business Applications Implementation 4

Web Accessibility







v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Complete and/or application outsourcing	Infrastructure Outsourcing	Off-site Data Center	Call Centers Help Desk	Cyber security managed services	Printing Outsourcing Services
• Client owns the HW	• infrastructure, • storage mngt, • DBA services • others	• Operational or DRP • Client owns the HW		• (SIEM service	• pay per click

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

	2014		2015		2016		2017		2018		2019
Complete and/or application outsourcing (Client owns the HW)	188,000	-6.91%	175,000	-8.57%	160,000	-6.25%	150,000	-5.33%	142,000	-4.93%	135,000
Infrastructure Outsourcing (infrastructure, storage mngt, DBA services)	95,000	5.26%	100,000	2.00%	102,000	3.92%	106,000	3.77%	110,000	4.55%	115,000
Off-site Data Center (Operational/DRP). (Client owns the HW)	55,000	18.18%	65,000	7.69%	70,000	8.57%	76,000	7.89%	82,000	9.76%	90,000
Call Centers/ Help Desk	68,000	5.88%	72,000	4.17%	75,000	6.67%	80,000	2.50%	82,000	3.66%	85,000
Cyber security managed services (SIEM service)	15,000	16.67%	17,500	25.71%	22,000	18.18%	26,000	15.38%	30,000	16.67%	35,000
Printing Outsourcing Services (pay per click)	40,000	12.50%	45,000	11.11%	50,000	6.00%	53,000	9.43%	58,000	8.62%	63,000
	461,000	2.93%	474,500	0.95%	479,000	2.51%	491,000	2.65%	504,000	3.77%	523,000

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

v2 stki.info

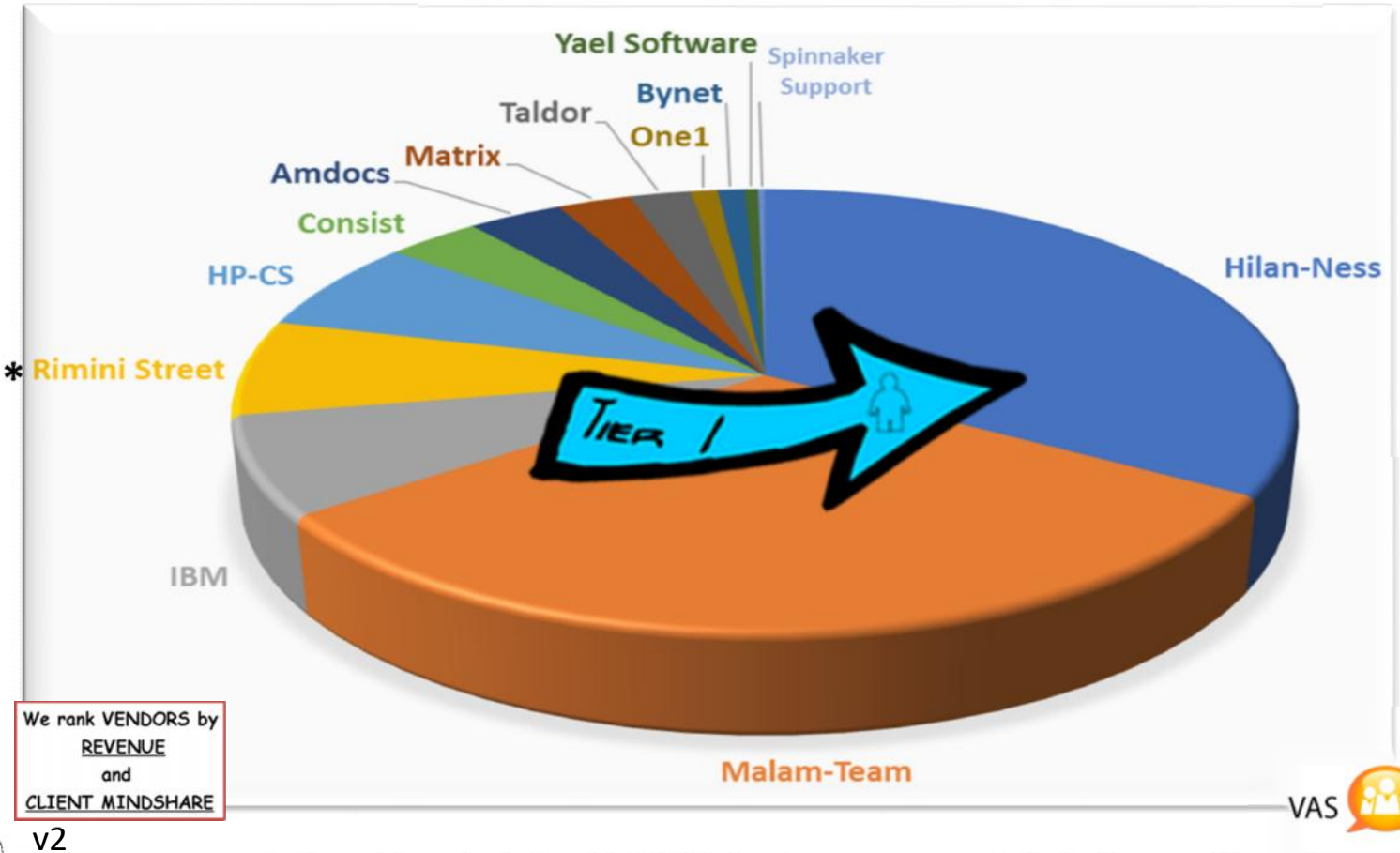
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Complete outsourcing (Client owns the HW)

Application Support Outsourcing (SLA Based)*



v2

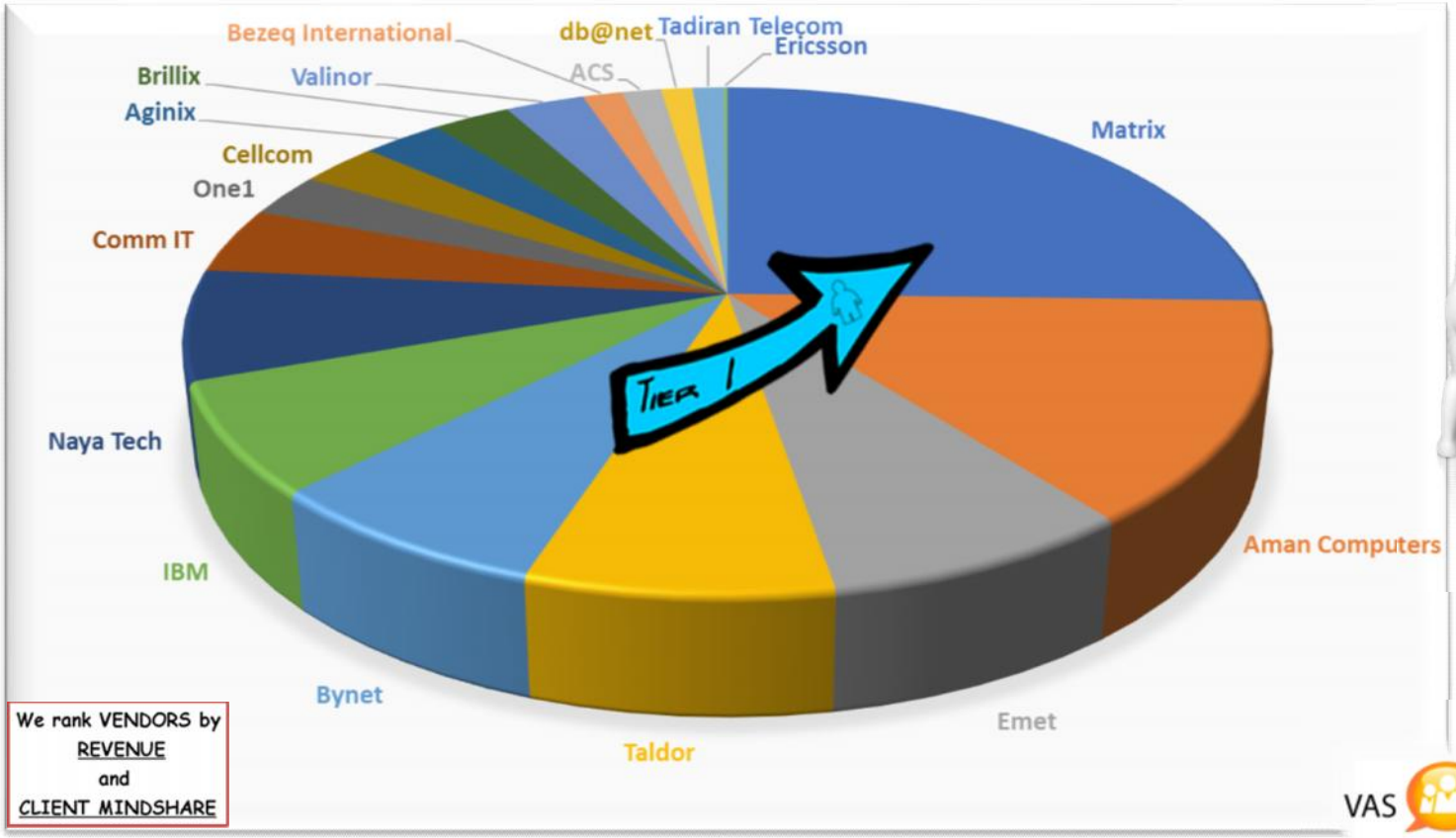
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Infrastructure Outsourcing Services (Infrastructure, Storage & DBA Services)

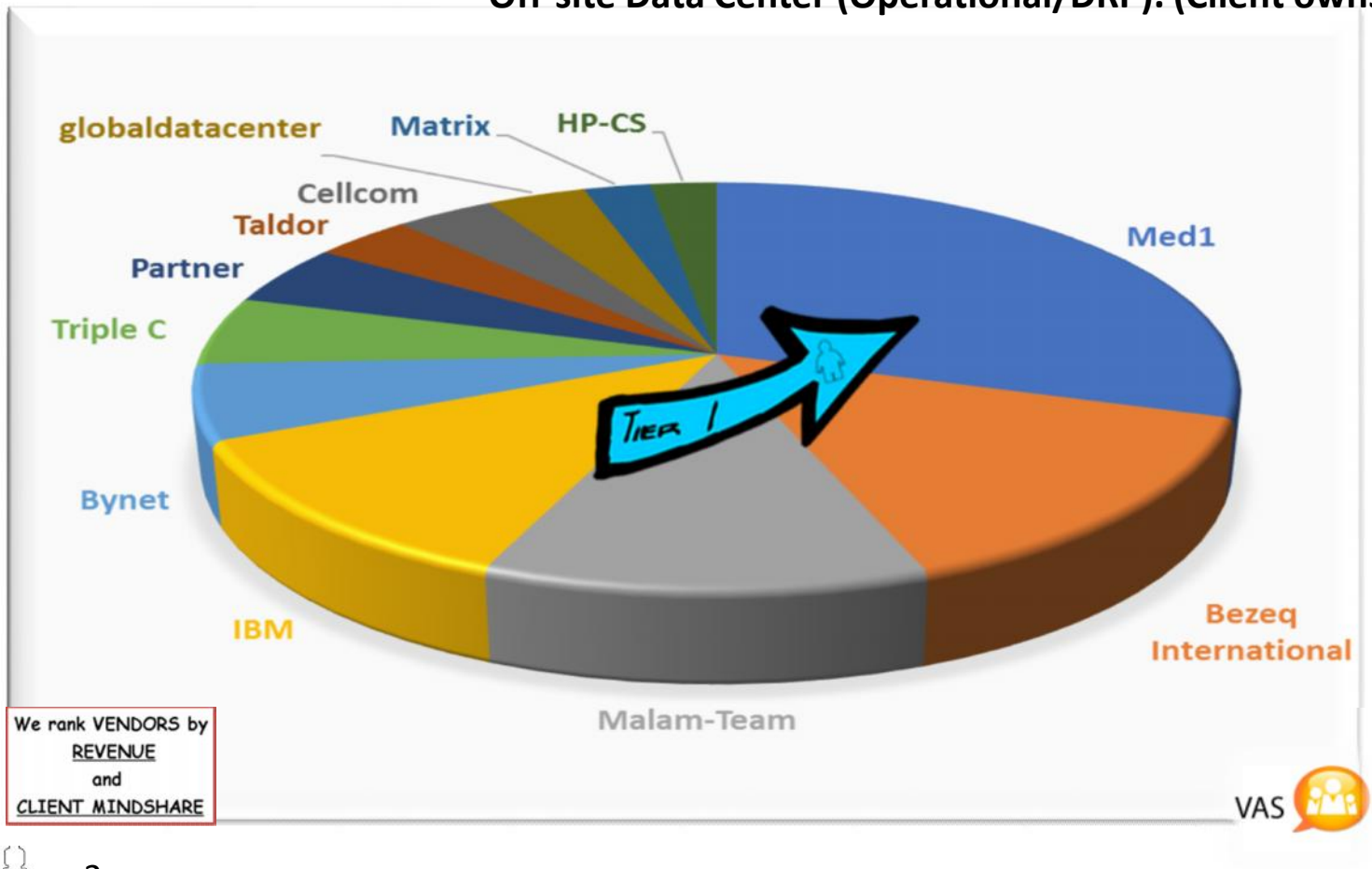


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Off-site Data Center (Operational/DRP). (Client owns the HW)

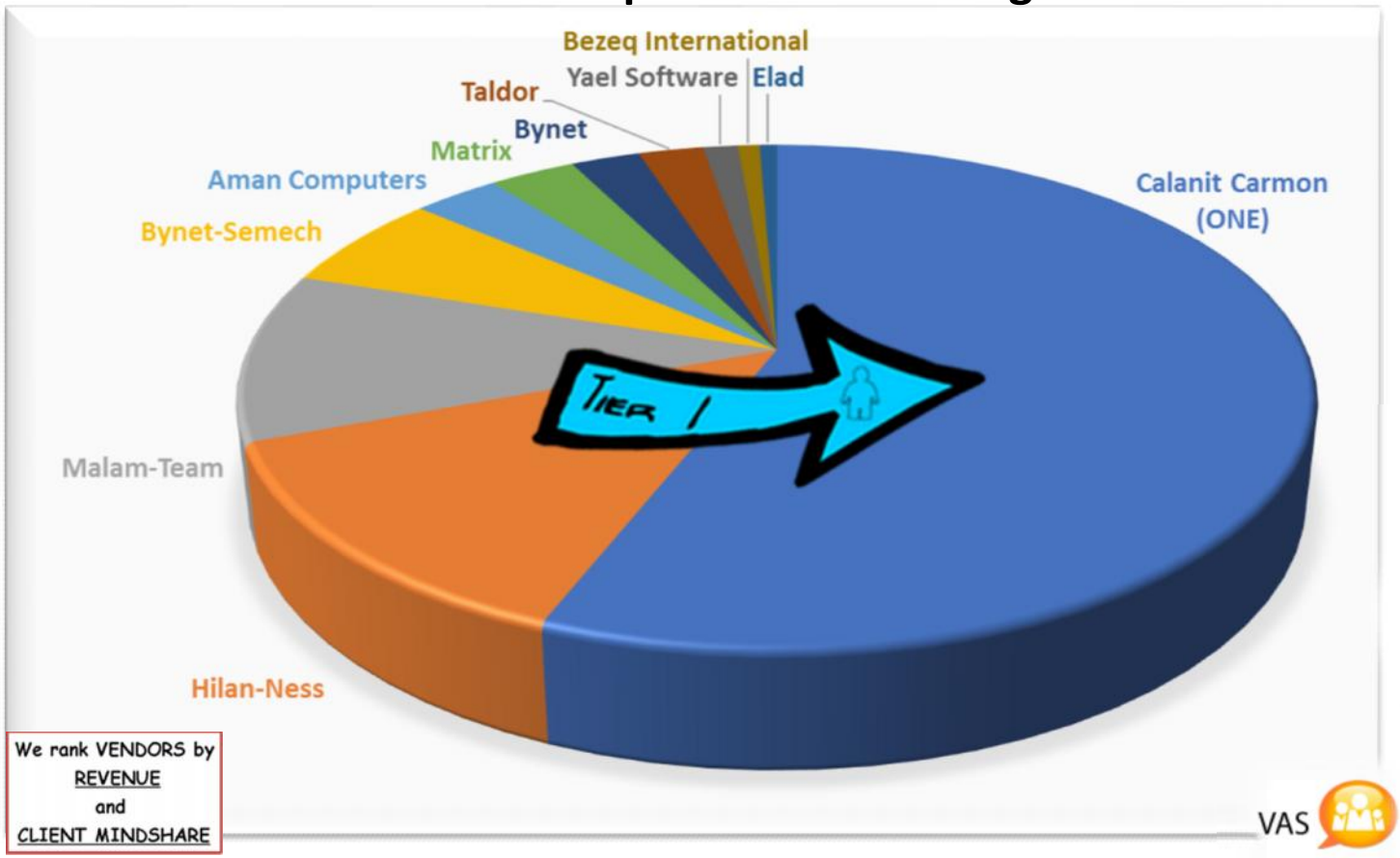


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Help Desk Outsourcing Services

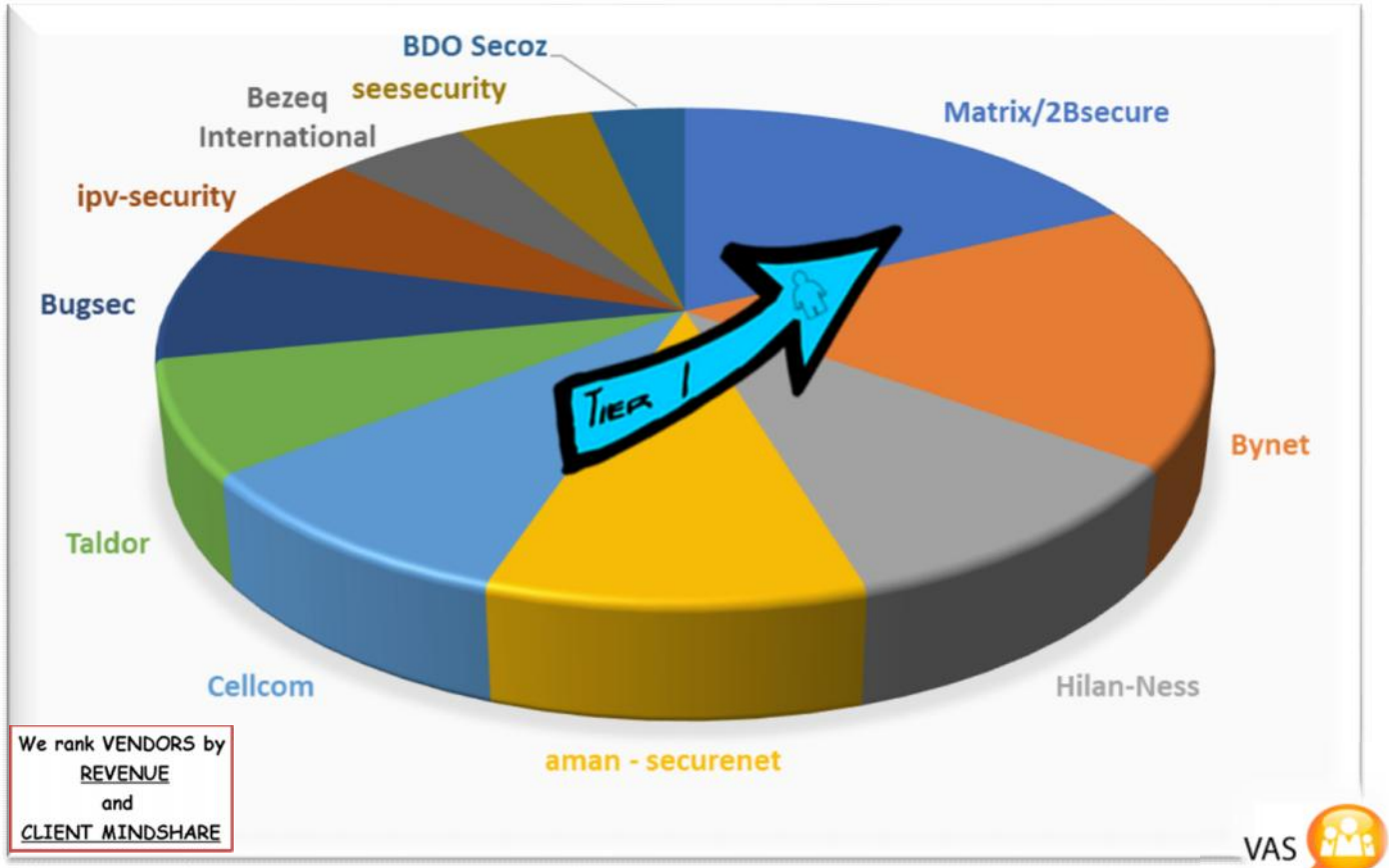


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Cyber security managed services (SIEM service)

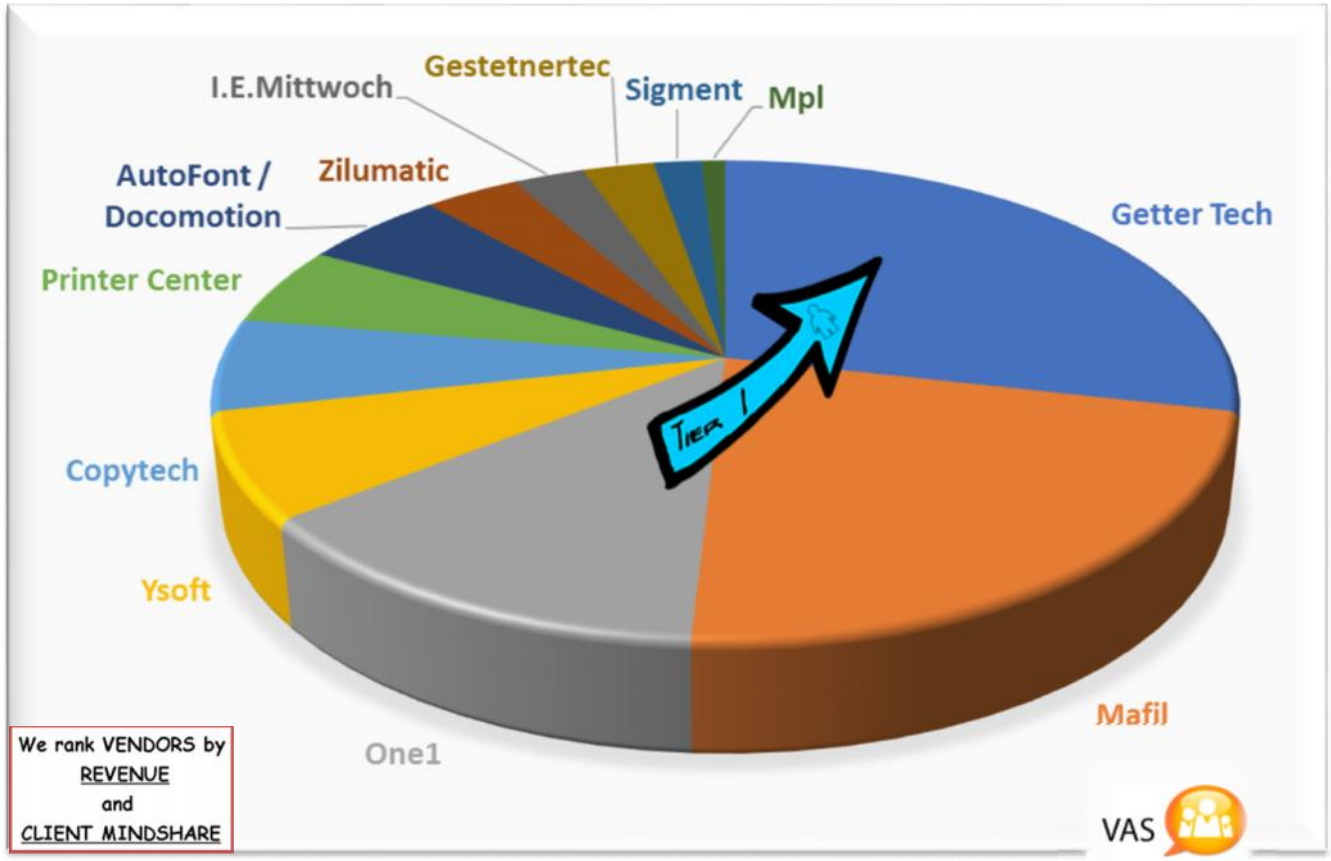


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Managed Services and Outsourcing Services

Printing Outsourcing Services (pay per click)



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

Business Services as a Service	Platform / Infrastructure as a Service	Software as a Service	DRP as a Service

• BSaaS
  • Salaries
  • Payments,
  • BPO,
  • others
	• PaaS
	• IaaS
		• SaaS	• DRaaS

VAS

We rank VENDORS by REVENUE and CLIENT MINDSHARE

ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

	2014		2015		2016		2017		2018		2019
Business Services as a Service- BSaaS (Salaries, Payments, BPO, etc)	125,000	5.60%	132,000	6.06%	140,000	3.57%	145,000	3.45%	150,000	6.67%	160,000
Platform as a Service PaaS/ Infrastructure as a Service IaaS	35,000	14.29%	40,000	25.00%	50,000	30.00%	65,000	10.77%	72,000	25.00%	90,000
Software as a Service SaaS	65,000	10.77%	72,000	18.06%	85,000	17.65%	100,000	20.00%	120,000	12.50%	135,000
DRP as a Service	10,000	10.00%	11,000	36.36%	15,000	33.33%	20,000	20.00%	24,000	25.00%	30,000
	235,000	8.51%	255,000	13.73%	290,000	13.79%	330,000	10.91%	366,000	13.39%	415,000

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

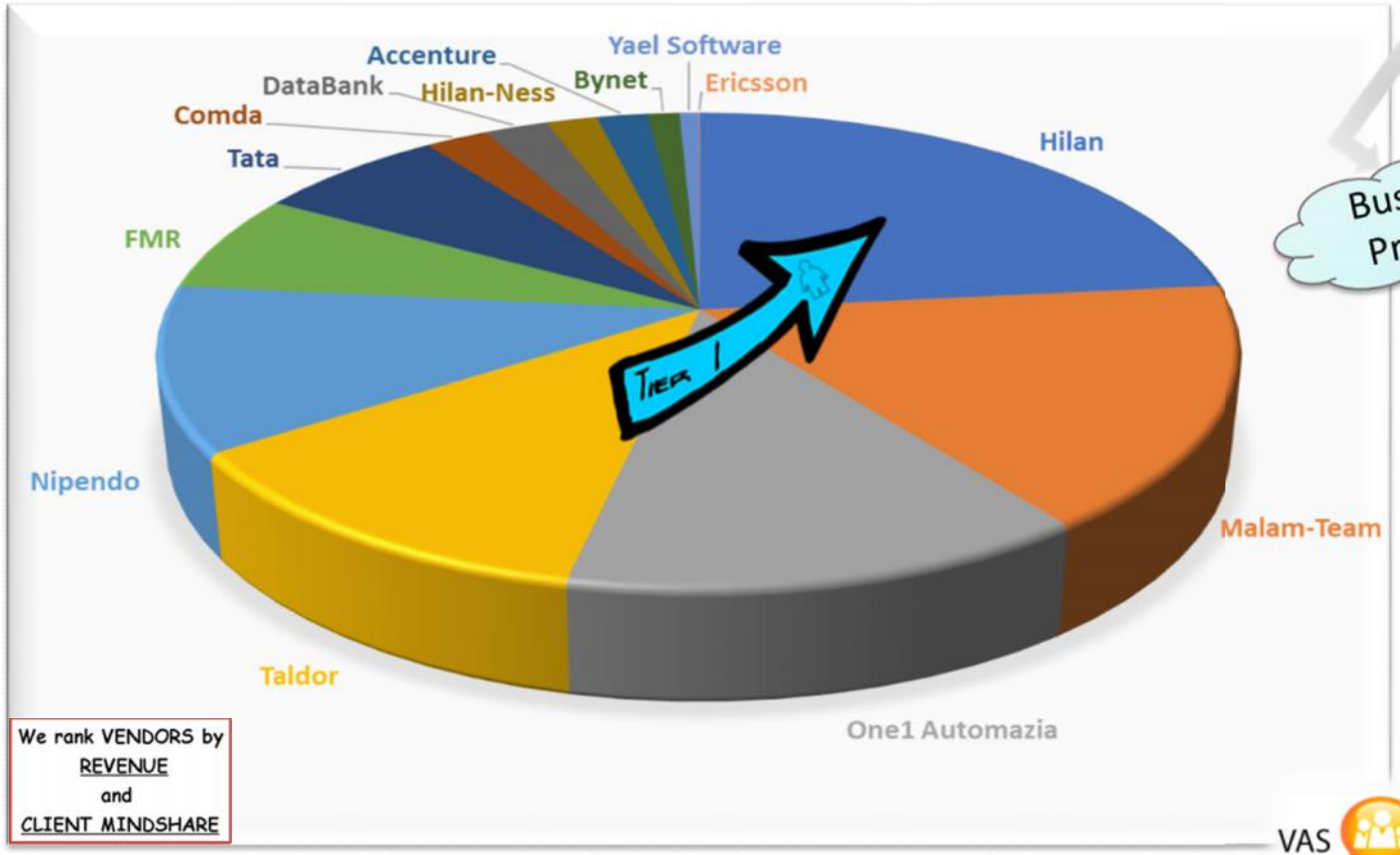
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

Business Services as a Service- BSaaS (Salaries, Payments, BPO, etc)

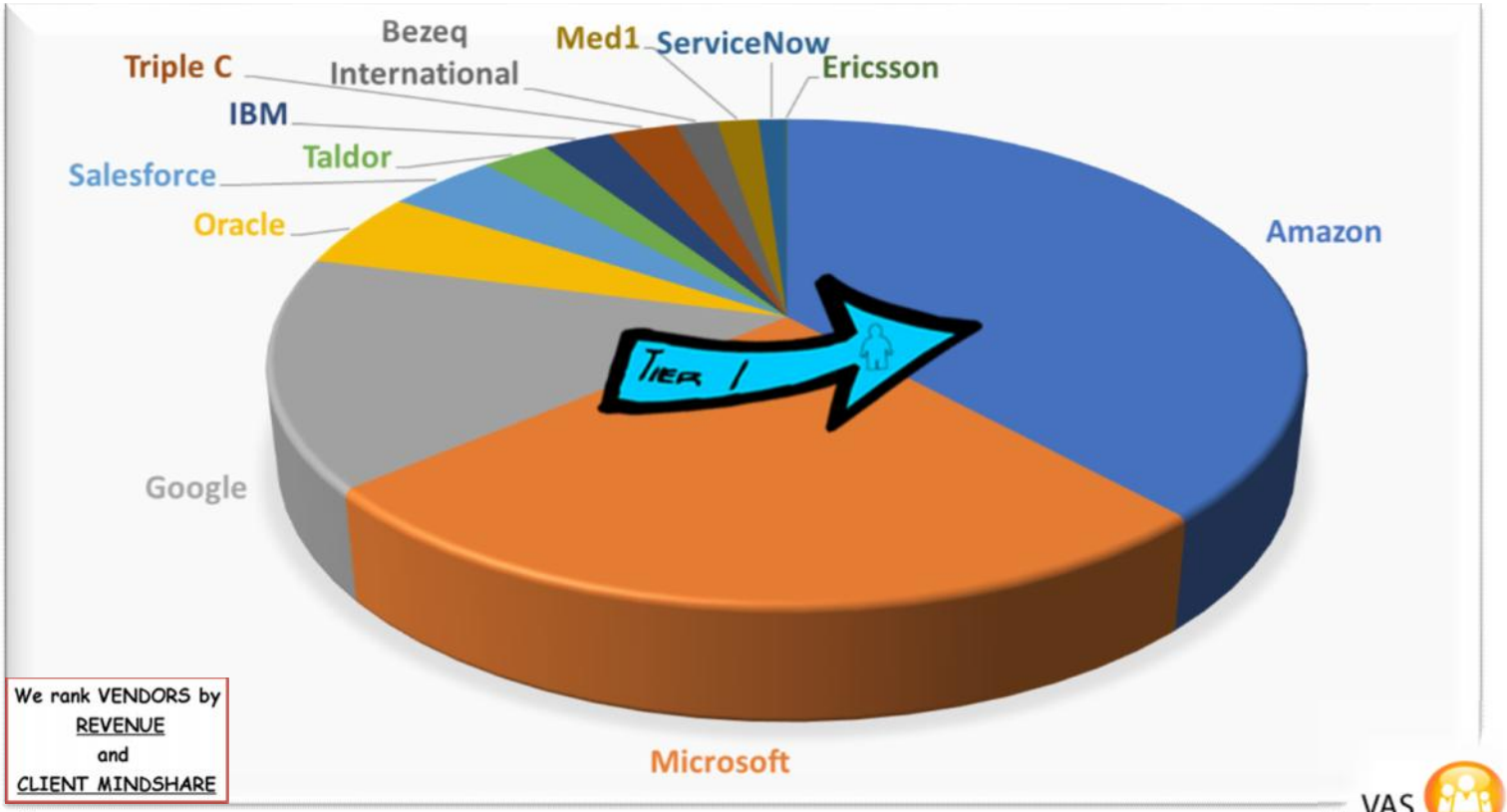


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

Platform as a Service PaaS/ Infrastructure as a Service IaaS

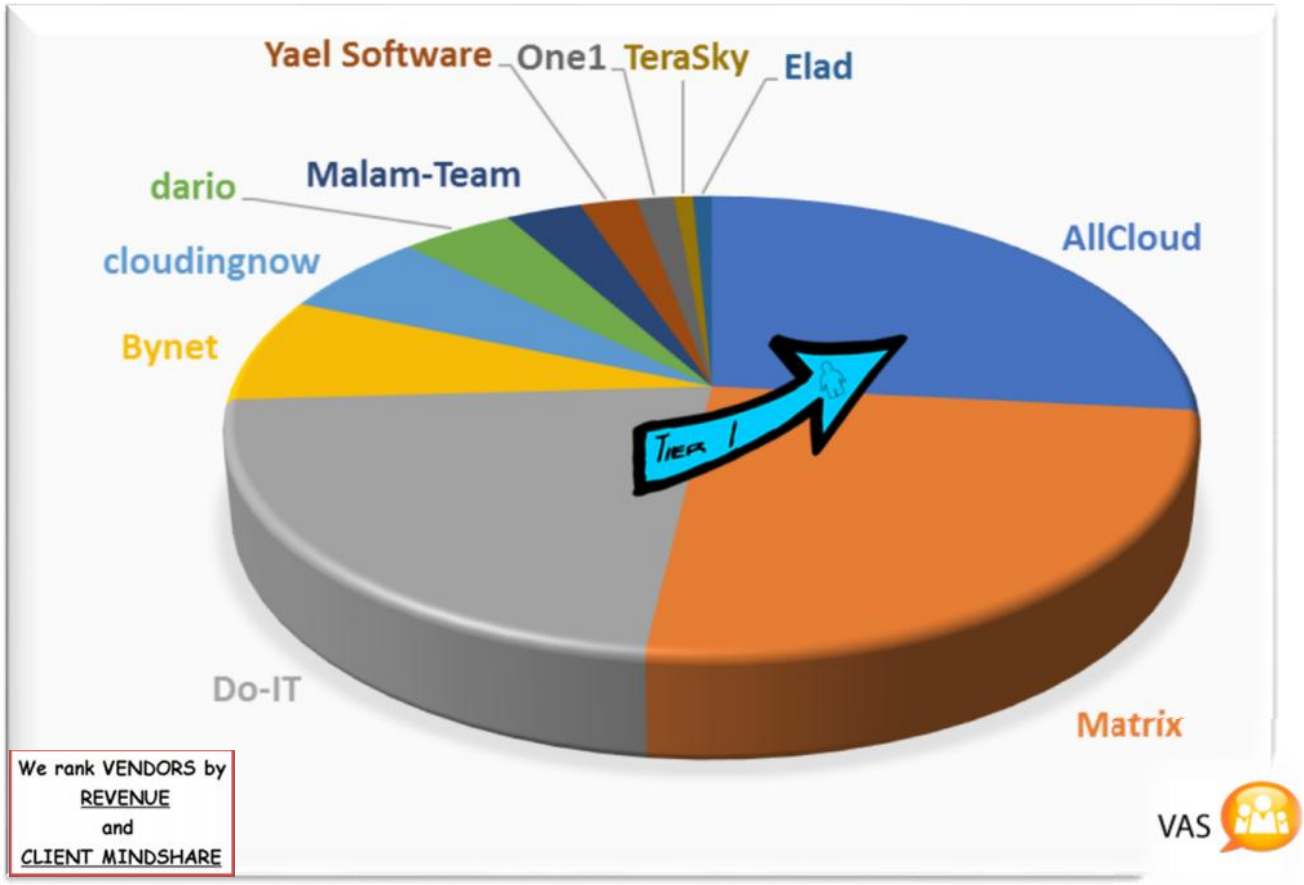


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

(PARTNERS) Platform as a Service PaaS/ Infrastructure as a Service IaaS

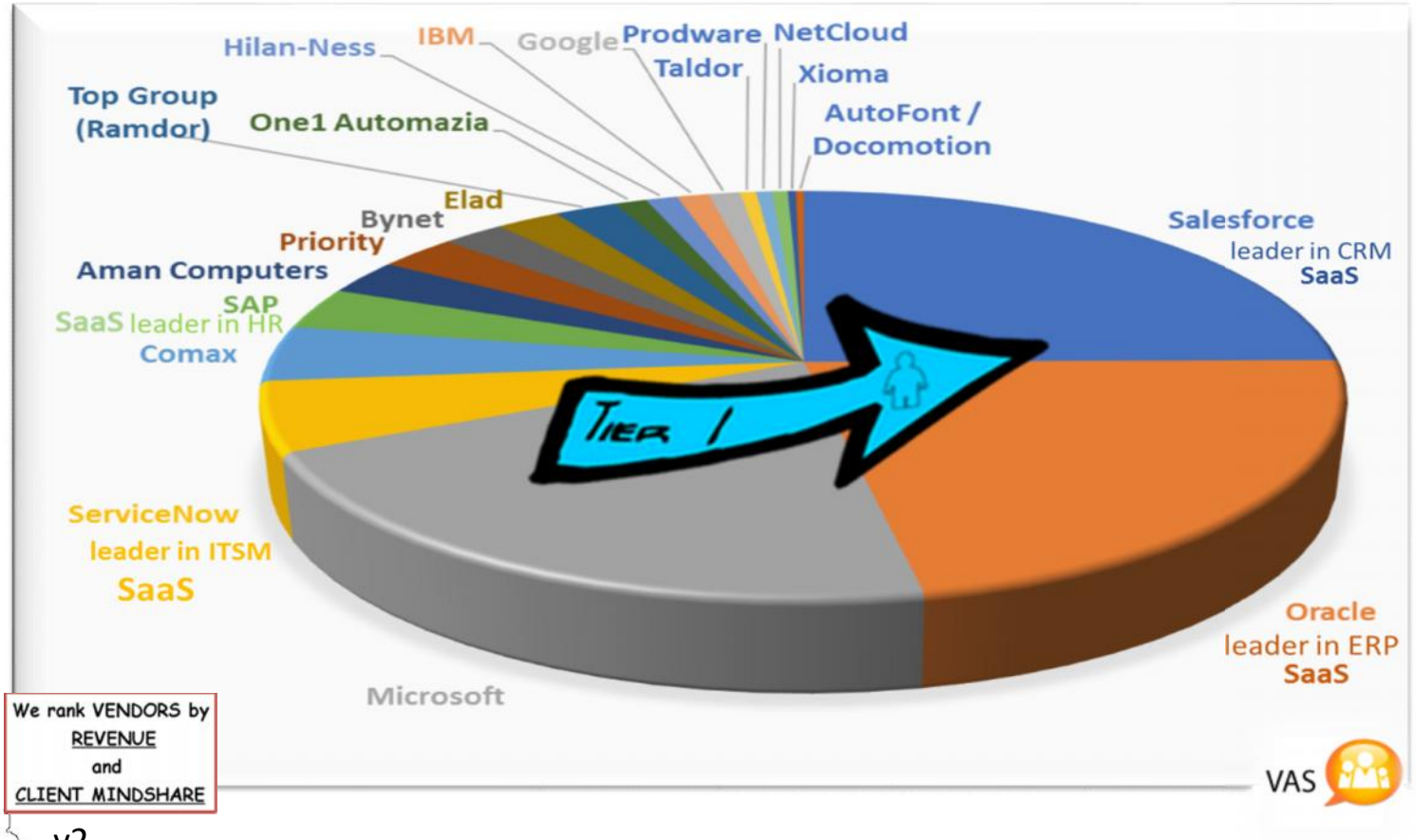


Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

Software as a Service SaaS



We rank VENDORS by REVENUE and CLIENT MINDSHARE

v2

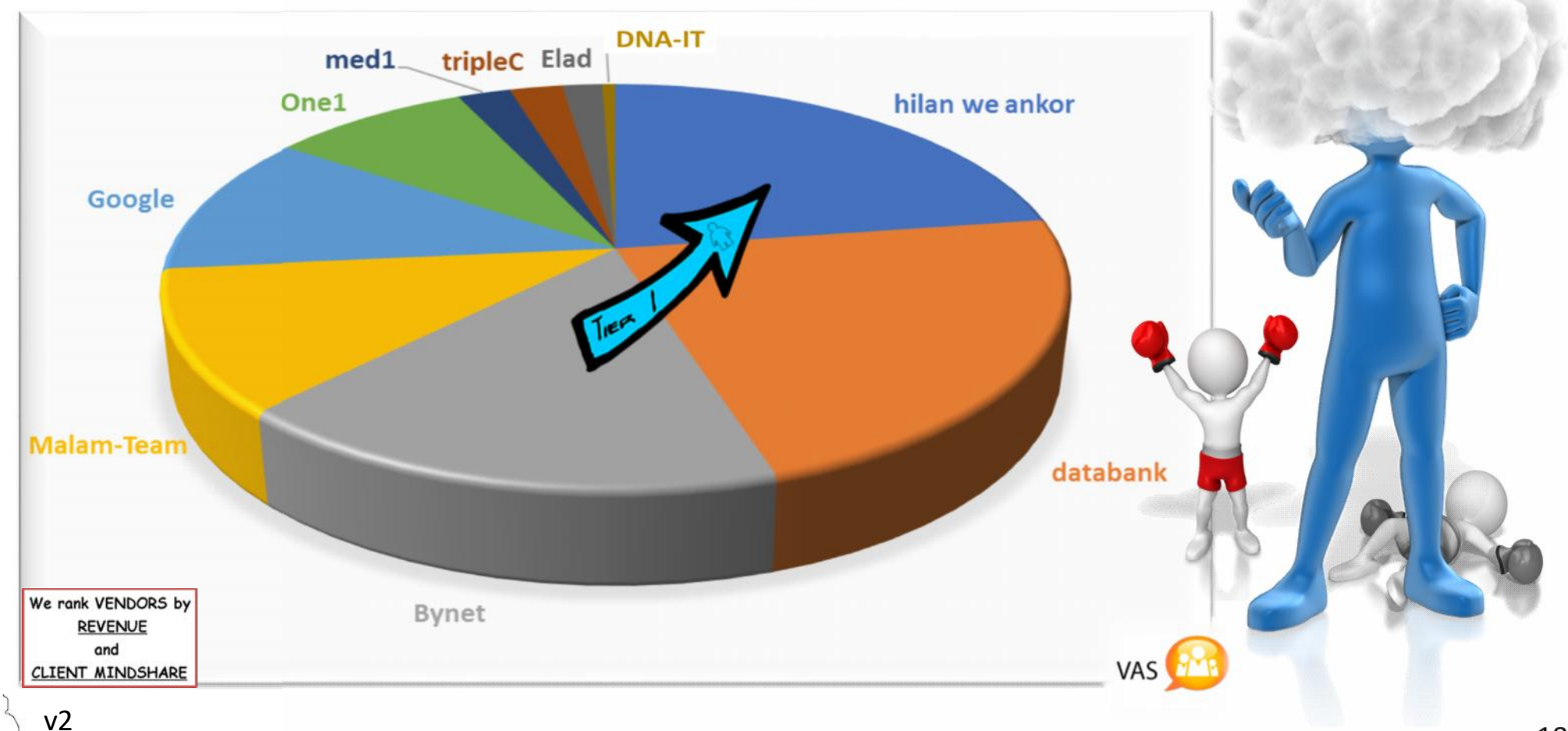
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

On-Demand or Cloud Services

DRP as a Service



Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Staff Augmentation Services

Gulgalot on-premises	Gulgalot off-premises (Nearsite)	Nearshore

VAS

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE
ALL AMOUNTS IN $K USD

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Staff Augmentation Services

	2014		2015		2016		2017		2018		2019
Gulalot on-premises	290,000	-3.45%	280,000	-7.14%	260,000	-7.69%	240,000	-4.17%	230,000	-8.70%	210,000
Gulgalot off-premises (Nearsite)	25,000	20.00%	30,000	16.67%	35,000	20.00%	42,000	-4.76%	40,000	-5.00%	38,000
Nearshore	18,000	5.56%	19,000	5.26%	20,000	10.00%	22,000	13.64%	25,000	20.00%	30,000
	333,000	-1.20%	329,000	-4.26%	315,000	-3.49%	304,000	-2.96%	295,000	-5.76%	278,000

VAS

We rank VENDORS by
REVENUE
and
CLIENT MINDSHARE

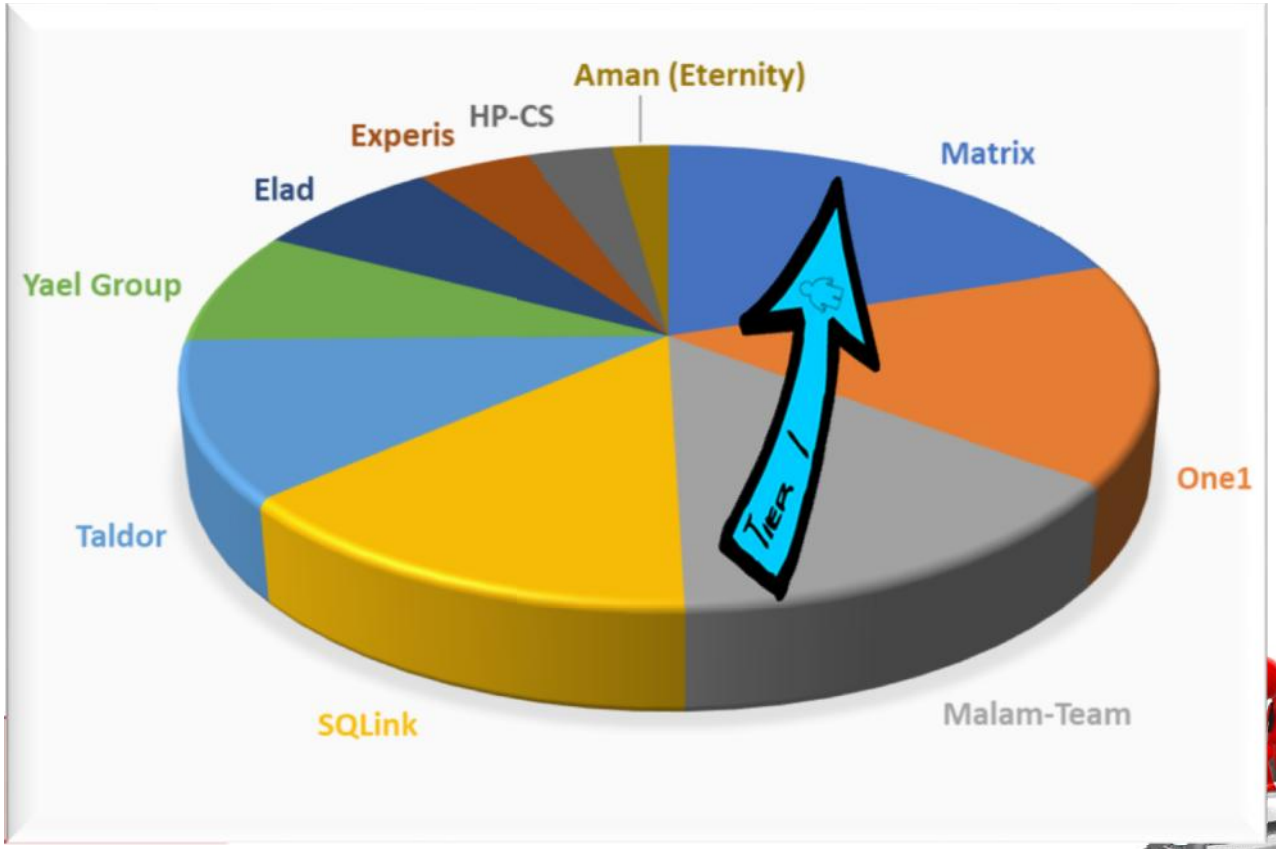
ALL AMOUNTS IN $K USD

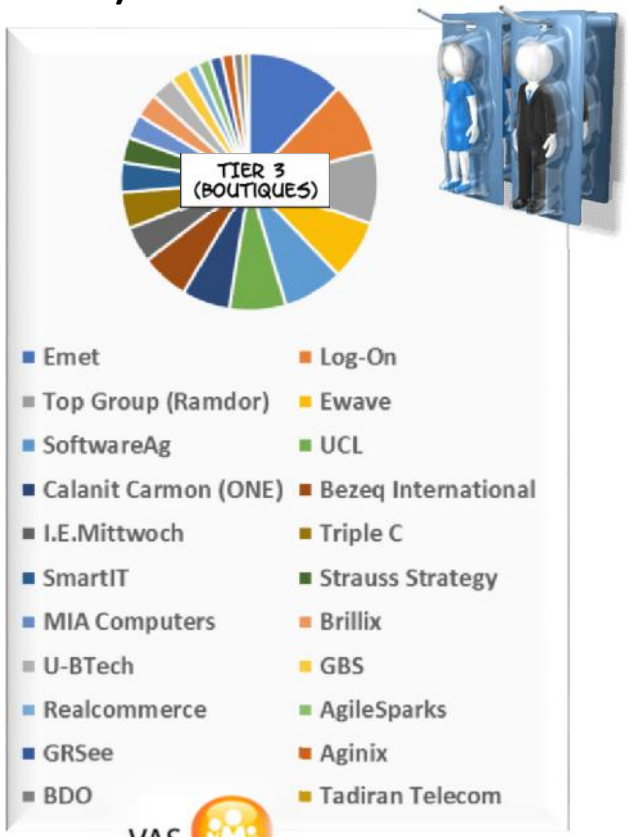
Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Staff Augmentation Services

Gulgalot on-premises & Gulgalot off-premises (Nearsite)



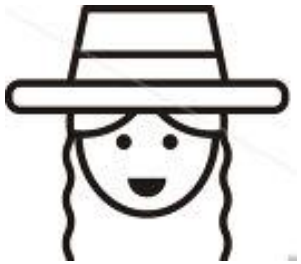


v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Staff Augmentation Services
Nearshore



VAS

v2
stki.info

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017

Digitally signed by Dr Jimmy Schwarzkopf
Location:
Date: 2017-06-10 17:40+03:00

http://index.stki.info/it-tiering/

Dr. Jimmy Schwarzkopf Copyright@2017 Do not remove source or attribution from any slide, graph or portion of graph

STKI Copyright@2017