



# Central and Eastern European Business Outsourcing Services

AN IDC REPORT SERIES

Organizations are beginning to show interest in outsourcing technology-oriented business services such as business process outsourcing (BPO), processing services, and call centers as they attempt to improve service quality, lower costs, and focus on core business activities. IDC's *Central and Eastern European Business Outsourcing Services* research offers insight into this emerging market, enabling providers to better plan their entrance into it, or better scale or tailor their existing business services offerings. This service is essential for firms offering these kinds of business services, whether they are pure outsourcing firms, local IT companies, or global IT vendors.

## Markets Covered

This service covers the following markets and segments:

- Central Europe: Czech Republic, Hungary, Poland, Slovakia
- South Eastern Europe: Bulgaria, Croatia, Romania, Serbia, Slovenia
- HR and payroll
- F&A
- Procurement
- Customer care
- Vertical processing services

## Subjects Analyzed

Throughout the year, this service will address the following topics:

- The current and future opportunity for business services
- End-user spending patterns and primary sectors investing in business services
- Main factors affecting business services markets
- Essential guidance on and recommendations for clients considering entering this market

## Key Questions Answered

This service addresses the following issues that are critical to your success:

1. How large is the market for business services in the core countries of Central and Eastern Europe?
2. What are the main drivers and inhibitors in this market?
3. How will external factors, such as EU accession, affect the business services market?
4. Which are the main players in this market, and what strategies are they following?
5. How will the market for business services evolve over the medium term?

## Scope of Coverage

Countries	Markets	Functional Categories
Czech Republic	Core BPO	HR
Hungary	Processing Services — F&A — Payroll — Other	F&A
Poland		
Slovakia		
Bulgaria		
Croatia	Customer Care (Sales and Marketing, Follow-Up Technical Care)	Customer Care
Romania		
Serbia		
Slovenia		

Source: IDC

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## Competitive Analysis

IDC's *Central and Eastern European BOS* research examines how business service providers are positioning themselves to compete in the business services market. This service reviews strategies, market positioning, and future direction of providers in the business services market, including:

Accenture, Capgemini, ComputerLand, Croc, D&T, Delta Singular, Siemens Business Services, SR Teleperformance, Sykes, EDS, Ernst & Young, First Data, Hewitt Associates, HP, IBM, Transcom WorldWide, T-Systems, Xerox, and other regional and KPMG, LogicaCMG, Ness Technologies, Prokom, PVT, PWC, national players.

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## Research Agenda

Throughout the year, this service will offer insight into the latest trends affecting the market. Potential studies include:

***Central Europe (CZ, HU, PO, SLK) Business Services 2009–2013 Forecast and 2008 Analysis***

These studies size the current markets and analyze opportunities for business process outsourcing and other business services tailored to meet customers' specific business demands.

***South Eastern Europe (BU, CR, RO, SE, SL) Business Services 2009–2013 Forecast and 2008 Analysis***

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## A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on [idc.com](http://idc.com), IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Special client discount pricing on purchases of research from other services
- Complimentary admission to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC sales executive.

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## IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10-plus years reflects our commitment to investing in our customers.

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IDC\_P7134\_0608