Tech Market View

UK DEPTH GLOBAL TRENDS

Digital**CHAOS**
2020

OUR VISION

TechMarketView is the most influential boutique analyst & advisory firm in the UK. Trusted by tech suppliers and tech users as they navigate change, TechMarketView analysts are known for robust analysis of suppliers and disruptive market trends, blending UK depth with forward-looking insight.

A WORD FROM OUR CHAIRMAN

TechMarketView has a pedigree that stretches back many decades. I am really proud that we have built a team of hugely respected people and a loyal client base that numbers almost every one of the major players on the UK tech scene. All contributing to make TechMarketView the most influential analyst & advisory firm in the UK.

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TECH INSIGHT & 2020 VISION

Foreword from the Managing Director

When TechMarketView was founded by Richard Holway MBE and Anthony Miller back in 2008, the year 2020 seemed to epitomize the future. '*2020 Vision*' was in fact the theme for our analysis at the end of 2009 - a time when we were *predicting* ubiquitous internet access, new exciting devices (the tablet!) and enterprises following the consumer lead into the Cloud. All of this and more became reality of course and as we start 2020 – a year that we have themed around '*Digital Chaos*' – the task of understanding and navigating the UK tech market is ever more challenging.

We're proud that TechMarketView has been on hand to support our clients through disruptive change for more than a decade: helping you plan strategically by providing consistent market trend analysis and forecast data; identifying the innovative start-ups and scale-ups that will make the best partners; and spotting the opportunities and threats presented by emerging technologies.

As the tech market evolves, so does TechMarketView and this year we're particularly excited to introduce **TechSector*Views*** to our corporate subscription clients. Designed for the digital age, TechSector*Views* breaks down silos and brings together all of our 'horizontal' tech research and analysis with a research agenda shaped around our vision for the ultimate digital entity.

The TechSector*Views* team of analysts remain experts in their own fields – whether that is disruptive technology, cyber, business process services, software, application services, consulting or cloud/infrastructure services – but they will work collaboratively without the constraint of increasingly irrelevant market boundaries.

For our clients, that means access to a broader and deeper range of insightful research from our analysts than ever before. As you will read

later, the research agenda encompasses the key enablers for digital entities as illustrated in our new *Frictionless Fabric* – these include Heritage Groundworks (existing software, IT & BP services); Platforms (e.g. XaaS, IoT); Conductive Threads (e.g. AI, Automation); Change Accelerants (e.g. DevOps, Design Thinking) and Business & Commercial Models.

In addition, TechMarketView clients will continue to benefit from our analysts' in-depth understanding of the two biggest vertical areas of the UK tech market via our **PublicSector*Views*** and **FinancialServices*Views*** research programmes; and be able to rely on the **Foundation Service** for our overarching market trend and supplier landscape analysis, as well as coverage of corporate activity and industry trends.

TechMarketView in 2020 is about so much more than just written analysis of the UK tech market though. As you'll see in the pages that follow, we're here to support your business and its ambitions whether you're looking to commission some bespoke research to better understand a market; book a thought-provoking speaker to motivate your sales team; run a programme to identify innovative SME partners; or raise your profile in the UK tech sector through event sponsorship and advertising.

Whatever your goals this year, we look forward to helping you achieve your 2020 vision!

"As the tech market evolves, so does TechMarketView"

DIGITAL CHAOS

TechMarketView's theme for 2020

'**Digital Chaos**' is TechMarketView's research theme for 2020. To be clear, we are not advocating Digital Chaos. It is a term we are using to characterise the current state of affairs in a large number of public and private sector organisations. The message for ICT suppliers is clear: you need to make sure you are positioned to help your clients and prospects *tame the chaos*.

In the race to digitally transform, anarchy has often been encouraged, resulting in unruly digital development far-and-wide across organisations. With this behaviour lasting many years, we have witnessed a proliferation of digital point solutions, disadvantaged by limited integration. And a frustration that this digital approach has failed to achieve the full potential offered by true deep complex digital transformation.

Now, organisations are faced with the prospect of dealing with the emergent complexity. It's ironic that in the phase of digital development that we refer to as 'simple digital', the result has been an often-disorganised ICT estate that requires a degree of order to be restored. The struggle to know where to start in moving beyond the early stages of digital is evidenced by a loss of momentum and a slow-growing UK software and IT services market.

Across the UK's industry sectors, there will varying degrees of Digital Chaos evident. Indeed, there will be huge variations across organisations within those subsectors. But we are already witnessing organisations investing time and money trying to create some stability within the chaos – a necessity before they can contemplate a move to 'complex digital'.

The next stage will be to tackle some of the more challenging aspects required for truly revolutionary digital progress, such as deep transformation of business processes, the elimination of organisational silos, and cross-boundary data sharing. With one eye on a digital nirvana that would bring the biggest value to organisations, the aim will be to avoid simply adding another level of complexity.

One of the clearest symptoms, to date, of this market shift is the increasing requirement for expert advice as organisations grapple with their next move. Our 2019 research highlighted that demand for front-end based consultancy services is fast-growing as organisations accept the scale of their change management challenges. As we head into 2020, TechMarketView's research agenda will be structured to help you identify the impact on all areas of the UK software and IT services market; guiding you to identify a range of new opportunities created by Digital Chaos.

"TechMarketView's 2020 research agenda will guide you to identify opportunities created by Digital Chaos"

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TechMarketView Research

TechMarketView offers qualitative and quantitative research that influences how organisations achieve their goals; helping them understand market conditions and players, and to evaluate potential strategy.

TechMarketView's experts blend a deep understanding of the UK tech sector and its suppliers, augmented by privileged conversations with CXOs across the industry whilst keeping a 'watching brief' on global tech trends.

Our research directors are able to help you to navigate change and spot opportunities across a broad spectrum of markets and focus areas from Robotic Process Automation (RPA) to Fintech; cyber security to cloud transformation; and from the payments market to the police market. We like to think we are the 'go-to research house' on key disruptive technologies such as: Healthtech, Edtech, Machine Intelligence and Lawtech to name but a few.

We also have a passion for the start-up and scale-up scene in the UK and are delighted to continue to identify and support innovative SMEs through our TechMarketView Innovation Partner Programme. Getting close to these innovators also gives us great insight into emerging technologies and future disruptors.

With unrivalled experience and track record, the team at TechMarketView offers clients a unique perspective of the tech sector; one that combines corporate, market and financial analysis of the software and services companies operating in the UK tech scene.

You can take advantage of our extensive knowledge and insight through a corporate subscription that allows access to differing research areas depending on needs:

CORPORATE SUBSCRIPTIONS

CORE RESEARCH		VERTICAL FOCUS	
FOUNDATION SERVICE	**TECHSECTORVIEWS**	**PUBLICSECTORVIEWS**	**FINANCIALSERVICESVIEWS**
• **MarketViews:** UK SITS Market Trends and Forecasts • **IndustryViews:** UK SITS industry financial & corporate trends • **CompanyViews:** Player focuses pieces & UK SITS rankings • **OffshoreViews:** Offshore supplier trends & global delivery trends	TechSectorViews focuses on the areas crucial for accelerating digital change. Covering; • Conductive Threads • Business Models • Platforms • Heritage Groundworks • Experience • Change Accelerants	Provides detailed market size and forecast data, along with analysis of supplier performance and prospects. • Central Government • Local Government • Education • Health • Police • Defence	Covering the established areas of; • Banking • Insurance • Financial Markets With an expanding view of the tech savvy newcomers in the shape of FinTechs and InsurTechs.

INCLUDED IN YOUR SUBSCRIPTION PACKAGE

UKHOTVIEWS EXTRA	Published exclusively for TechMarketView subscribers, UKHotViewsExtra provides more in-depth analysis & insight on key developments in the UK SITS market as they happen.
UKHOTVIEWS ARCHIVE	Gain subscriber only access to the ultimate research archive. This invaluable resource contains over 19,000 entries of research & analysis on individual companies & key market topics.
TECH USER PROGRAMME*	If you're a true end-user organisation then you may be eligible for access to our Tech User Programme. See separate brochure for further information.

* Tech User Programme is only available in your corporate subscription if your organisation is an end user.

We also offer subscriptions to our UKHotViews Premium service for individuals (not companies):

UKHOTVIEWS PREMIUM – A SUBSCRIPTION FOR INDIVIDUALS

A subscription for individuals, including exclusive UKHotViewsExtra analysis and access to IndustryViews reports. Subscribers also benefit from event discounts and offers on single sale reports.
SUBSCRIPTION INCLUDES:

INDUSTRYVIEWS	UK SITS industry financial & corporate trends
UKHOTVIEWS EXTRA	Published exclusively for TechMarketView subscribers, UKHotViewsExtra provides more in-depth analysis & insight on key developments in the UK SITS market as they happen.
UKHOTVIEWS ARCHIVE	Gain subscriber only access to the ultimate research archive. This invaluable resource contains over 19,000 entries of research & analysis on individual companies & key market topics.

Foundation Service

ANTHONY MILLER, Managing Partner

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The Foundation Service is an invaluable source of market insight for technology suppliers, investors and professionals. Encompassing four interrelated streams, the *Foundation Service* reveals the significant market trends and industry dynamics driving the UK tech sector, with special focus on the software, IT services and business process services markets.

MARKETVIEWS

Comprising two keynote annual reports, UK SITS Market Trends & Forecasts, and Predictions. Published at the beginning of each year, Predictions presents TechMarketView's informed assessment of the overarching trends shaping the UK tech market. UK SITS Market Trends & Forecasts is published mid-year and expands on the Predictions report by providing detailed estimates and forecasts for the UK market, and explains the underlying drivers and inhibitors.

COMPANYVIEWS

The home of our eagerly awaited annual UK SITS Rankings report. Published mid-year, Rankings tabulates the pecking order of suppliers in various sectors of the UK software and services market, providing concise narrative on the market leaders. We also publish individual analyses of notable tech suppliers as part of the CompanyViews research stream.

INDUSTRYVIEWS

A trio of quarterly notes analysing UK SITS sector corporate activity (IndustryViews Corporate Activity), stock market performance (IndustryViews Quoted Sector) and VC investment (IndustryViews Venture Capital).

OFFSHOREVIEWS

Underpinned by the analysis of over 15 years of detailed metrics, and burnished through close relationships with the offshore services industry, OffshoreViews is arguably the best-informed commentary on the Indian pure-play IT services scene outside of India! Published quarterly.

UKHotViews – 'must read' comment and opinion

For tens of thousands of tech executives and professionals, UKHotViews is their first and definitive source of informed opinion and comment on the events, issues and players that drive the UK tech sector. UKHotViews is delivered free of charge every morning via email, or it can be accessed at any time via our website, RSS and Twitter.

Subscribers to any TechMarketView research stream, including our new UKHotViews Premium service, can also enjoy searchable access to every UKHotViews post we have ever written, including the subscriber-only UKHotViewsExtra archive. We've already published well over 19,000 comments on company results, funding activity, acquisitions and trends in the UK tech sector, and add dozens more each week. We're often told that the UKHotViews archive is the best source of 'instant' market intelligence on the UK tech scene.

TechSector*Views*

The TechSector*Views* team will be familiar to our clients. Each is an analyst with many years' experience, focusing on the areas crucial for accelerating digital change.

In considering how existing tech investments (Heritage Groundworks) operate alongside emerging technology and approaches (Platforms, Experiences, Conductive Threads), organisations can begin to architect the ultimate digital entity. Key to success here is ensuring the right focus is put on the right investment areas.

However, it's not just the technology that is changing rapidly. We see the emergence of new commercial and operational models, which will buttress better business outcomes - provided both buyer and supplier adapt well to the new 'rules of engagement'.

Business Outcomes Delivered by...

Change Accelerants — Methodologies and ways of developing and operating that foster at-pace adaptability.

Conductive Threads — Ranging from integration to 'smart' tools and services that enable the flow of data and processes across boundaries.

Experiences — Recognising and catering for the different types of users and their roles in successful business.

Business Models — Reflecting changes in purchasing and consumption behaviour and operating models.

Heritage Groundworks — Software, infrastructure, business process & application services & hybrid implementations that ground and support new & emerging technologies & operations.

Platforms — From XaaS to IoT, providing cloud-based functional and flexible capability and connectivity.

SECURITY & COMPLIANCE

ANGELA EAGER, Research Director, TechSector*Views* (Conductive Threads & Emerging Tech)

In 2020 I'll be looking at emerging technologies with a particular focus on business value because the most innovative technology has little use if a poorly defined business case scuppers adoption. Established operational and analytics applications form the structure of the application landscape but it is the conductive threads and change accelerants operating between these areas - connecting and optimising data and processes, providing automation and deep real time intelligence, integration through micro services - that makes the frictionless business achievable.

Emerging technologies contribute to Digital Chaos but for suppliers and enterprises relevant usage is the way to tame it.

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KATE HANAGHAN, Chief Research Officer, TechSector*Views* (Heritage groundworks and Platforms)

In 2020 I'll be looking at how organisations continue to shift to hybrid - through a blend of both re-invention and steady evolution. In doing so, how are budget holders balancing their investments between heritage groundworks (data centres and networking) and new cloud-based platforms?

Partner ecosystems need to evolve further to help set ambitious digital visions and then execute against that strategy. The right suppliers, connected to the right line of business leaders – underpinned by much deeper levels of trust – is critical to taming Digital Chaos and creating the most effective operating environments.

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DUNCAN AITCHISON, Research Director, TechSector*Views* (Business and Commercial)

In 2020 I will be looking at how new commercial and operational models are beginning to redefine traditional client/vendor engagement constructs. The needs and expectations of buyers are evolving rapidly. Successful service suppliers must increasingly be able to establish enduring client relationships that deliver business outcomes born of continuous innovation, supply chain-wide collaboration and near real-time agility. But just how much progress is being made along this challenging path?

Approaches to the business of service supply need to develop faster for the market to break free from today's digital chaos and accelerate the widespread pursuit of complex, cross-enterprise, digital transformation.

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MARC HARDWICK, Research Director, TechSector*Views* (Experiences)

In 2020, and as lead for our Business Process and RPA research, I will be looking at how user experience continues to be at the heart of successful digital transformation and remains one of the biggest single areas of investment. Customer experience transformation has captured the headlines but has matured to encompass the citizen, employee and now supplier network. Who is best placed to deliver for all of these stakeholders and what are the best strategies to deploy?

Experience has become a key differentiator for service providers and having the best advisory, design and experience technologies within your tool kit is critical to winning and delivering in an era of Digital Chaos.

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MARTIN COURTNEY, Principal Analyst, TechSector*Views* (Security and compliance)

In 2020 I will be analysing how trust, customer experience and partnerships are essential to maintaining effective security and compliance as organisations move further away from traditional on-premise hardware and software infrastructure to demand more agile hybrid IT delivery models and "as a service" XaaS platforms.

Digital chaos is arguably only ever one critical cyber attack or data breach away. IT departments want cohesive cyber security defences that protect devices, applications, users, networks and information accessed from any location, but will increasingly need tighter supplier cooperation and deeper system integration across physical and digital boundaries to help them do it.

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PublicSector*Views*

The Brexit impasse looks set to be resolved in 2020 and we expect to see renewed investment in public services during the year. As market uncertainties recede and the public sector gains greater confidence to commence digital transformation programmes, the adoption of digital technologies will accelerate.

However, rushing to embrace the potential is not without risk. There is significant variation in the maturity of digital transformation across the public sector, but all subsectors will need to navigate a path through the Digital Chaos in order to realise the efficiency, effectiveness and economic benefits of transformation.

During the year we will be looking at how digital complexity is helping to drive the demand for consultancy, service design and user experience services. Traditional management consultancies have benefited from Brexit-related advisory work, specialist SMEs are in demand across the public sector as the insourcing trend continues, and other suppliers have looked to build/acquire service design credentials. How will the demand for these services evolve over 2020?

The complex and fragmentary nature of public sector organisations means, whilst cloud-first is a common component of IT strategies, the transition away from heritage technology remains challenging. We will be discussing the growth of public cloud, the popularity of hybrid approaches and the role cloud can play in transforming public services. Will the future of cloud be multi-vendor with space for both local players and hyper-scalers?

The public sector is data rich, but often poor at utilising this data effectively. As the digitisation of public services continues, the quantity of data being generated will grow rapidly, exacerbating the challenge of Digital Chaos. We are some way away from the modular, interoperable world imagined by the Government, but slowly heading in that direction. How can suppliers help break down the barriers blocking the path to effective data utilisation?

The adoption of cloud services and desire to do more with data will help to drive interest in AI, predictive analytics and biometrics, and will, in turn, strengthen the requirement for a more robust approach to cybersecurity. How will public sector organisations tackle the ethical and privacy questions raised by these new technologies and build citizen trust in it potential? How do transformation efforts avoid aggravating rather than alleviating Digital Chaos?

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FinancialServices*Views*

During 2020 I expect to see some of the various threads of industrywide transformation within financial services being drawn increasingly closer together. As an early mover relative to many other industries, financial services has already learned some important lessons about Digital Chaos and the pitfalls of large-scale technology and business process re-engineering.

Whilst it would be wrong to suggest that all is perfectly coordinated within the UK's banks and insurers, at a senior level across the industry, there is at least a widespread recognition of the task in hand and of the importance of the journey ahead. This has helped to promote a more strategic, joined-up approach, within most financial services organisations.

The original script of disruptive innovation in financial services was that the rapid growth of the FinTechs and InsurTechs would so undermine the established providers that many would ultimately fail. It is however, increasingly apparent that the innovators are not the direct threat to the survival of the major established financial services institutions that many had initially suggested.

Far from being the harbingers of doom, these tech savvy newcomers are actually vital to the evolution and modernisation of the services provided by many traditional banks and insurers. As such, the FinTechs may actually hold the key to the longer-term prosperity of many of the established financial services brands. The same may also prove to be true of the associated SITS supplier landscape.

During 2020 I will be providing a more granular focus on the individual sub-sectors of the overall market for financial services technology in the UK, as I examine how the various stakeholders within banking, insurance and financial markets, are being impacted by the evolving landscape.

> *"Far from being the harbingers of doom, these tech savvy newcomers are vital to the evolution and modernisation of traditional banks and insurers"*

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> *"We will be looking at how digital complexity is helping to drive the demand for consultancy, service design and user experience services."*

TechMarketView
TECH USER PROGRAMME

The Tech User Programme is an exciting initiative from TechMarketView. The programme is designed to support the end-user community with their digital transformation and technology agendas by taking advantage of our knowledge and expertise in this sector.

TechMarketView is passionate about supporting organisations as they seek to progress their digital agendas. With our unique insight into the UK tech market and supplier landscape, we understand and translate the challenges organisations face as they drive for innovation, capture and retain scarce resources and exploit the power of data.

Members will be privy to research that will draw upon and leverage our unique position in the UK tech sector. We see the community growing to encompass senior IT decision makers across all industry sectors; creating an environment for discussion and collaboration with peers. Over time we expect to offer peer-to-peer events and networking forums hosted by our highly experienced analysts. We recognise the importance of cross-industry collaboration with regards to the adoption of technology and TechMarketView is keen to play an active role in facilitating that future.

BECOME A MEMBER

To become a member of the **Tech User Programme** and read the Market Readiness Index (MRI) reports (and other research) contact Deb Seth **dseth@techmarketview.com**. Membership is on an annual basis and once an organisation is set up, individuals within that organisation can enjoy access to the Tech User Programme research and analysis.

If you are a tech supplier AND a current client of our research services, you may purchase a copy of our MRI reports as an addition to your subscription. Please contact **ales@techmarketview.com** for further details. If you are a supplier and not already a client, please contact Deb for details.

TechMarketView
MARKET READINESS INDEX

INTRODUCING TECHMARKETVIEW'S MARKET READINESS INDEX (MRI)

TechMarketView's Market Readiness Index (MRI) is designed to help end user organisations – tech buyers – determine the readiness of their ICT suppliers to support them as they seek to digitally transform their organisations. The MRI models TechMarketView's understanding of how advanced suppliers are when it comes to being able to contribute to the creation of more intelligent and more automated organisations for their customers.

The first research to be published as part of the Tech User Programme focused on the UK's Top 10 IT and business process services providers: , Atos, Capgemini, Capita, Cognizant, DXC, Fujitsu, HCL, IBM, and TCS. The next report analyses CGI, Computacenter, Wipro, BT Group, Infosys, Dell Technologies, Sopra Steria, Tech Mahindra, Deloitte, BAE Systems.

The MRI analysis answers a fundamental question for the end user community: how ready are these leading suppliers to support their clients – the tech buyers – as they seek to digitally transform their organisations? The Index has been devised with buyers, for buyers, to help assess how advanced suppliers are when it comes to being able to contribute to the creation of more intelligent and more automated organisations for their customers.

The MRI applies our highly regarded, rigorous, research approach to assess suppliers across six key areas: Corporate Resilience; Suitability of Offerings; Skills & Resources; Partner Ecosystem; Industry Expertise; and Delivery & Execution. This involves in-depth, revealing conversations with various functions within the supplier organisations as well as with a selection of clients.

SME Programmes

TechMarketView has been a proud supporter of UK tech SMEs since its inception in 2009, providing insightful commentary on early-stage companies through to well-established mid-size software & IT services suppliers. We have also run a number of Programmes to support ambitious SMEs from 'Little British Battlers' to 'Great British Scaleups'. Our latest Programme is the TechMarketView Innovation Partner Programme.

TECHMARKETVIEW INNOVATION PARTNER PROGRAMME

Launched in 2018, the TechMarketView Innovation Partner Programme is helping some of the UK's leading enterprise software & IT services companies find innovative startups and scaleups as potential partners to bring exciting and differentiated solutions to their customers.

HOW IT WORKS

SOLUTION PROFILE	**First, we need to understand your partnering needs.** We will help your partnering team create a profile of the solution you are looking for and the type of company you feel would be a good fit for your business and your customers.
PARTNERSHIP PROPOSITION	**Then we help you create a 'proposition'** to attract suitable candidates with a solution in the area you are looking for. Remember, you are selling your company to them as much as they will be selling theirs to you!
PROGRAMME PROMOTION	**Next, we promote your proposition in the marketplace** through UKHot*Views*, arguably the most widely read and respected daily commentary on the UK tech scene, and through our website and social media. We also directly contact our vast network of startups, scaleups, VCs, incubators, and of course the media. Candidates apply to attend a pitch session through a form on our website.
CANDIDATE TRIAGE	**You triage the candidates** to select the companies that you'd most like to meet in the pitch session. We handle the whole process of communicating with the applicants, but of course you can also contact them directly if you need further information to make your selection.
PITCH SESSION	**We run the pitch session.** This is held on your premises over one or two days with up to 12 candidates pitching their solution to your team along with expert TechMarketView analysts.
CHOOSE YOUR PARTNER!	**You choose your partner!** After the pitch session, it's over to you to decide which companies you'd like to open discussions with for a potential partnership.

WHY IT WORKS

- **TechMarketView is a trusted brand.** We are widely respected in the industry for our support of UK startups and scaleups, through programmes such as Little British Battlers, Great British Scaleups and the TechMarketView Innovation Partner Programme.

- **We know how to do it.** TechMarketView has been running startup and scaleup programmes since 2012, attracting applications from hundreds of exciting companies that are often not on anyone else's radar.

- **You know what it will cost up front.** We agree the fee to run the programme with you up front and that's all you pay no matter how many candidates apply. We don't charge retainers or success fees so it's easy to budget for success!

Why TechMarketView?

TechMarketView is defined by its people and its fiercely independent spirit. Our highly-respected analysts offer unbiased views on the UK tech sector and insightful commentary on disruptive technologies.

WHAT MAKES US DIFFERENT

TechMarketView focuses on a deep understanding of the UK tech sector whilst keeping an eye on the global trends. We are all about producing quality research and analysis that has an impact on our clients' business. Our highly-experienced team is at the forefront of our industry and is constantly evolving the way in which we analyse the tech sector.

We have a passion for the start-up and scale-up scene in the UK and are delighted to continue to identify and support innovative SMEs through our various programmes. Getting close to these innovators gives us a unique perspective on the market. By working with clients ranging from global multinationals to regional small businesses, we believe that we bring valuable insight to the table.

TechMarketView fosters client relationships that are built on trust and integrity. We behave and communicate in a manner that supports this with a view to maintaining long-term relationship. We are proud to have retained the majority of our clients over the years.

ENGAGE WITH US

Our specialisation on the UK tech sector makes us equally attractive to existing UK players and those international players looking to enter or expand in the UK market. We have a growing readership amongst end users of technology - especially since the launch of our Tech User Programme - both in public and private sector organisations keen to understand how the UK tech market is evolving.

TechMarketView's influence in the marketplace is significant. Our daily dose of news and views on the UK SITS scene, UKHot*Views*, is emailed to thousands of senior executives each day. UKHot*Views* is also used as a comment source by the lead media – like the Financial Times, the Times and Businessweek.

Our portfolio of services can be found on page 16 but we're always happy to tailor something specific. To find out more why not get in touch? Our contact details can be found throughout this brochure and on our website. We look forward to hearing from you.

OUR PEOPLE

TechMarketView is all about 'the people' and our people are our greatest asset. Since its inception, TechMarketView has attracted, developed and retained one of the best teams in the business and we are proud of each and every one of our members.

Our analysts have been drawn from many backgrounds bringing different experiences and fresh perspectives to our research. Our client services team are knowledgeable and approachable and welcome close interaction with our clients. The contribution of the team is what makes TechMarketView a great company and a great place to work.

We are a diverse and inclusive workforce recognising that our peoples' backgrounds encourage innovation and creativity in the workplace. We acknowledge the importance of a healthy work-life balance and love that our individual members cherish their careers - we like to think that is reflected in how we serve our clients.
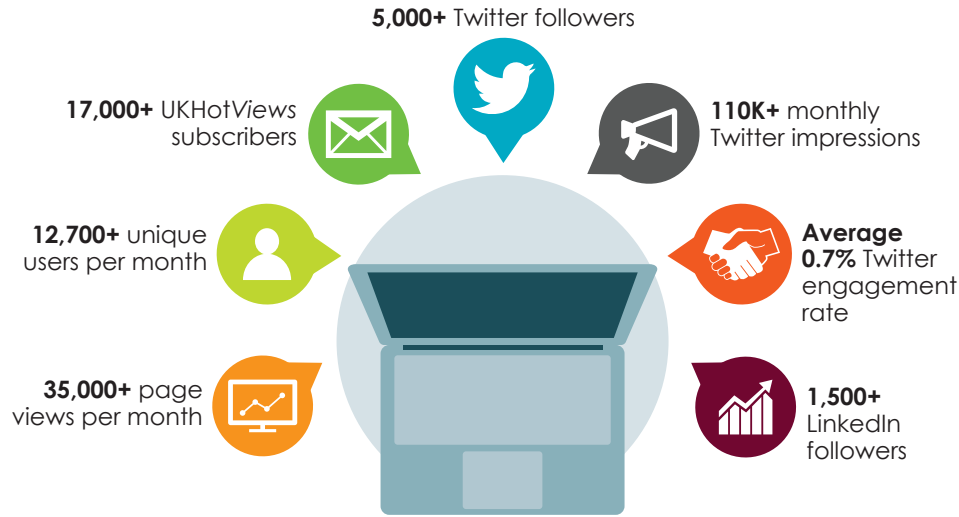
OUR VALUES

Our clients, partners and team are at the 'heart' of everything that TechMarketView does. Our ambition is to provide consistently high-quality services that drive value and trust within our community.

We always work with integrity which is central to our core beliefs and defines how all our team members behave. We are responsible and constantly seek to do the right thing for our clients. TechMarketView aims to make a positive impact through our brand, our commercial relationships, and our voluntary contributions such as our involvement with the Prince's Trust. Whilst we wish to grow and succeed as a company, we strive to do business in an open and fair way. This is evidenced by our support of tech SMEs. We respect everyone we come into contact with and we treat others, throughout our whole eco-system, in the same way that we would wish to be treated ourselves.
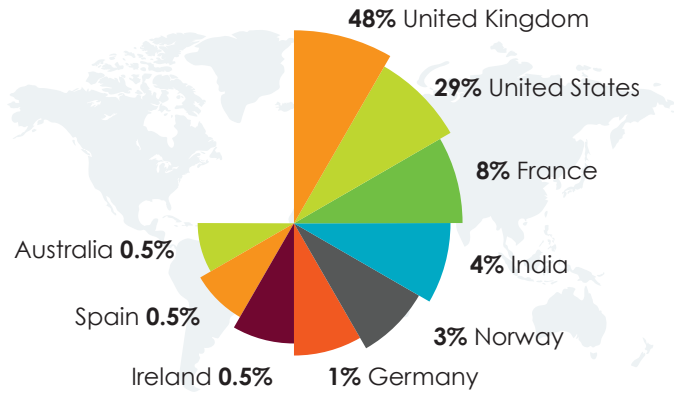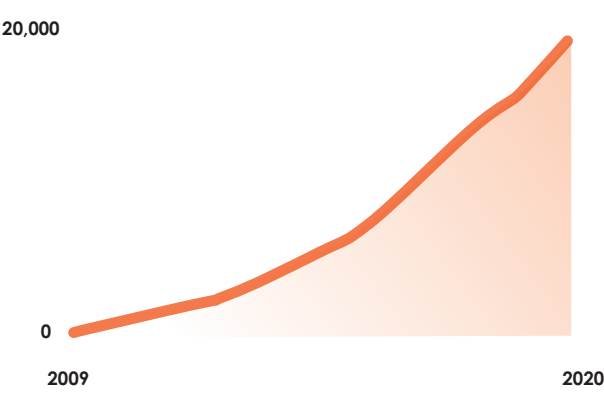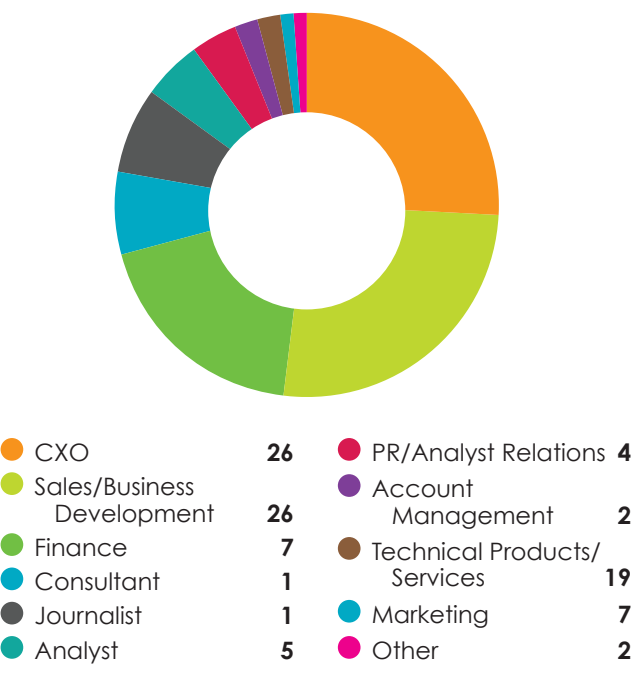
Readership and audience stats

Readership stats

5,000+ Twitter followers

17,000+ UKHot*Views* subscribers

110K+ monthly Twitter impressions

12,700+ unique users per month

Average 0.7% Twitter engagement rate

35,000+ page views per month

1,500+ LinkedIn followers

Split of devices

80% Desktop

4% Tablet

16% Mobile

Location of Users

48% United Kingdom
29% United States
8% France
4% India
3% Norway
1% Germany
Ireland 0.5%
Spain 0.5%
Australia 0.5%

Growth in UKHot*Views* subscribers

20,000

0

2009   2020

Audience Breakdown (%)

● CXO	26		● PR/Analyst Relations	4
● Sales/Business Development	26		● Account Management	2
● Finance	7		● Technical Products/ Services	19
● Consultant	1		● Marketing	7
● Journalist	1		● Other	2
● Analyst	5			

Readership by Industry (%)

IT Services	25		Other	9
IT Software	20		BPS	4
Corporate Finance	14		Networking	4
BFSI	12		Media	2
Public Sector	10			
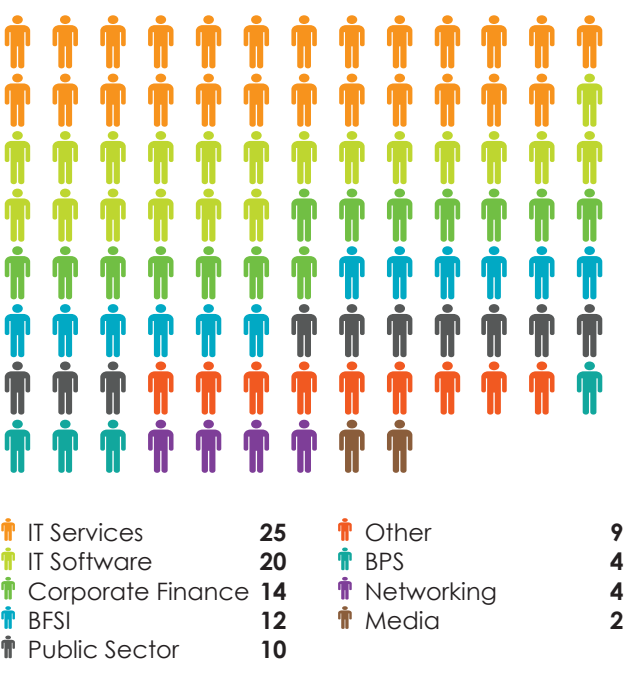
Services at a Glance

TechMarketView is ideally positioned to help tech suppliers improve their competitive positioning. Our products and services portfolio offers a breadth and depth of options that can be tailored to drive optimum benefit. Contact us today to explore how we can positively impact your business.

RAISE YOUR PROFILE

- Advertising
- Event Sponsorship
- Distribution Rights

INDUSTRY INFLUENCER

- UKHot*Views*

LEVERAGE ANALYST INSIGHTS

- Exec Advisory
- Strategic Engagements
- Webinars
- Graduate Induction

MAKE SENSE OF THE MARKET

- Subscription Research
- Report Purchase
- Podcasts
- Webinars

TAILORED INSIGHTS

- Bespoke Projects
- Executive Advisory Service

SME FOCUS

- Innovation Partnership Programme

INDIVIDUAL ACCESS

- UKHot*Views* Premium

PERFORMANCE BENCHMARKING

- Market Readiness Index

END USER RESEARCH

- Tech User Programme

ELEVATE YOUR EVENTS

- Analyst Speakers

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Client Services Team

Our Client Services team covers all the support disciplines required to underpin our research services, from subscription account management through sales & marketing to advertising, sponsorship and engagements. The team exists to ensure that our clients enjoy the best possible service experience.

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