



# Impact of Digital by Industry

## Automotive Sector

### Report Abstract

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4-pages

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## Who is This Vendor Assessment For?

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NelsonHall’s “Impact of Digital on IT Services in the Automotive Sector 2022” report is a comprehensive market assessment report designed for:

- Sourcing managers investigating sourcing developments within the Automotive Sector
- Vendor marketing, sales, and business managers developing strategies to target IT services (ITS) opportunities within the Automotive Sector
- Financial analysts and investors specializing in the IT services

## Key Findings & Highlights

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The automotive sector is currently undergoing a major reinvention of both its product and its means of doing business. At the same time, it has faced. It is likely to continue to face considerable uncertainty and volatility in its supply chain with an attendant need to enhance its supply chain agility. Two major business priorities to do this, identified unprompted by the automotive sector were:

- Need to reduce risk in our supply chain Improve policy administration and management through the expanded use of automation.
- Need to improve visibility of the supply chain (

Accordingly, the automotive sector is:

- Digital initiatives in the automotive sector are focused on the supply chain & logistics
- Digital has become a key mechanism in this repositioning and not just cost reduction for the automotive sector
- Automotive companies are strongly increasing their cloud migration & SaaS adoption
- Automotive companies are using niche specialists to support their SaaS and cloud initiatives while consolidating vendors in application services and traditional infrastructure management.

## Scope of the Report

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The report is based on interviews with executives in the automotive sector in the U.S., U.K., Continental Europe, and the Asia Pacific.

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

- What are the principal business priorities faced by organizations in the automotive sector?
- What IT initiatives are planned by organizations in the automotive sector?
- How relevant are digital initiatives to organizations in the automotive sector?
- What digital initiatives are planned by organizations in the automotive sector?
- What business areas are targeted for digital initiatives by organizations in the automotive sector?
- What are the key selection criteria used by organizations in the automotive sector to select suppliers to implement digital initiatives?
- What shifts in Run the Business (RTB) vs Change the Business (CTB) are expected by executives in the automotive sector in the coming year?

## **Impact of Digital on IT Services by Sector Reports also Available for:**

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Impact of Digital on IT Services in the Capital Markets

## About The Author

Eric is a Principal Research Analyst at NelsonHall and a member of the IT Services practice. She has global responsibility for key HR areas including employer of record (EOR) and learning platforms.

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NelsonHall is the leading global analyst firm dedicated to helping organizations understand the ‘art of the possible’ in digital operations transformation. With analysts in the U.S., U.K., and Continental Europe, NelsonHall provides buy-side organizations with detailed, critical information on markets and vendors (including NEAT assessments) that helps them make fast and highly informed sourcing decisions. And for vendors, NelsonHall provides deep knowledge of market dynamics and user requirements to help them hone their go-to-market strategies. NelsonHall’s research is based on rigorous, primary research, and is widely respected for the quality, depth, and insight of its analysis.

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