

Top 10 Companies in the Spanish Retail Banking Industry: IT Spending Predictor 2010

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Abstracts

Introduction

This databook provides estimates of IT spending for the top 10 companies in the Spanish Retail banking industry. The databook is a comprehensive source of IT spending by company, including assessment by technology and channel. The databook also provides information on the IT contracts of these companies where available.

Scope of the report

- * Datamonitor's view of the top 10 companies in the Spanish Retail banking sector in terms of IT spending
- * A breakdown of the estimated IT budget by technology for each of the top 10 companies
- * A breakdown of the estimated IT budget by channel for each of the top 10 companies
- * Details of IT services contracts by company where available

Highlights

The top 10 companies in the Spanish retail banking industry in terms of estimated IT spending spent the largest portion of their IT budgets on services, a segment that accounted for about 30% of the IT budgets among these firms. This was followed by spending on hardware and software.

Among the top 10 companies, a major portion of IT spending is allocated to internal IT. Internal IT alone accounted for approximately 29% of the total estimated IT spending by these companies. Banco Santander, S.A. remained the leading company in terms of IT

spending, followed by BBVA and Criteria CaixaCorp, S.A..

Reasons to Purchase

- * Gain insight into IT budget breakdown of top10 companies in Spanish retail banking industry and identify notable areas of allocation
- * Identify organizations with top IT expenditures in your target markets
- * Leverage IT spending pattern information to tailor account targeting based on company demographics

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