

## Trends in Brazil IT Outsourcing



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Brazil's economy continues to grow rapidly and, with more evidence of a surge in IT spending in the coming years, outsourcing vendors with a base in the country are well placed to profit. In addition, there are many reasons to believe that Brazil could be a good foil for India as part of a global IT service delivery strategy.

### Table of Content

#### SUMMARY

- Impact
- Ovum view
- Key messages

#### MARKET SNAPSHOT

- The Brazilian IT service market is set to grow
- Functional split
- Vertical analysis
- Competitive snapshot
- Overall
- Global vendors
- Local players
- Rise of Indian vendors in Brazil?

#### BRAZIL – A CONTENDER FOR OFFSHORE IT SERVICES?

- Opportunities and limitations
- Brazil's offshore snapshot
- Hidden offshore delivery value exists in Brazil
- Time zone harmony
- Improving linguistic abilities
- Stable inflation levels
- Legacy knowledge in IT services
- Growth in tech-savvy labor force
- Multiple urban centers
- Incentive programs
- Red tape makes Brazil a tough sell
- Exchange rate pressure
- Crime and corruption
- Union strength
- Taxation levels and collection methods
- Brazil's IT service potential is linked to domestic market
- Overall economic growth
- Upgrade requirements to existing IT backbone

Vertical opportunities  
Growth of the SME sector

## **RECOMMENDATIONS**

Recommendations for vendors  
Attack the domestic market ferociously  
Develop domestic vertical strategies  
Take advantage of all available incentives  
Aggressive lobbying for a better investment climate  
Brazil as part of a broad offshore strategy  
Look for partnering opportunities for offshore delivery

## **APPENDIX**

Further reading  
Methodology

## **LIST OF TABLES**

Table 1: Ranking of principal offshore clients using Brazil-delivered IT  
Table 2: Brazilian time zone differences  
Table 3: Forecast price level increases by country  
Table 4: Brazil graduation rates 2002–2008  
Table 5: Labor force comparison by city  
Table 6: Table 6 Populations of the 15 largest cities in Brazil  
Table 7: World Bank Ease of Doing Business rankings  
Table 8: Corruption perception rankings 2009, Latam and BRIC  
Table 9: Latam and BRIC corporate income tax rate 2009

## **LIST OF FIGURES**

Figure 1: Brazil IT market projection, 2006–2013  
Figure 2: Brazil IT market functional split, 2006–2013  
Figure 3: Brazil IT market vertical split  
Figure 4: Brazil IT market split by vendor  
Figure 5: Dollar/real shift, 2008–2010  
Figure 6: Brazil GDP growth, 2008–2015  
Figure 7: Brazil GDP per capita, 2008–2015

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