

# Trends in Brazil IT Outsourcing

<https://marketpublishers.com/r/T5BA42AFDA7EN.html>

Date: June 2010

Pages: 21

Price: US\$ 1,495.00 (Single User License)

ID: T5BA42AFDA7EN

## Abstracts

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.

## Contents

### 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

### 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

### 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

## I would like to order

Product name: Trends in Brazil IT Outsourcing

Product link: <https://marketpublishers.com/r/T5BA42AFDA7EN.html>

Price: US\$ 1,495.00 (Single User License / Electronic Delivery)

If you want to order Corporate License or Hard Copy, please, contact our Customer Service:

[info@marketpublishers.com](mailto:info@marketpublishers.com)

## Payment

To pay by Credit Card (Visa, MasterCard, American Express, PayPal), please, click button on product page <https://marketpublishers.com/r/T5BA42AFDA7EN.html>

To pay by Wire Transfer, please, fill in your contact details in the form below:

First name:  
Last name:  
Email:  
Company:  
Address:  
City:  
Zip code:  
Country:  
Tel:  
Fax:  
Your message:

**\*\*All fields are required**

Customer signature \_\_\_\_\_

Please, note that by ordering from marketpublishers.com you are agreeing to our Terms & Conditions at <https://marketpublishers.com/docs/terms.html>

To place an order via fax simply print this form, fill in the information below and fax the completed form to +44 20 7900 3970