

# 2024 Leading IT Companies: Capabilities, Goals and Strategies

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## Abstracts

Will the industry consolidate, decentralize, or undergo a bimodal transformation?

How will the current trends affect the major market segments?

Which companies will enter the market and which will not survive?

The companies analyzed in this report include:

Accenture

Alphabet

Capgemini

Deloitte

IBM

Microsoft

Oracle

Salesforce

SAP

Tata Consultancy

Individual company reports \$950.

The report provides significant competitor information, analysis and insight critical to the development and implementation of effective marketing and R&D programs.

The analysis includes: Latest organizational and management developments

Acquisitions and divestitures

Marketing tactics

Financial results

Strengths and weaknesses

Strategic directions

In the dynamic and fragmented IT industry, besieged by intense competition and rapid change of technological innovations, the ability to anticipate new product introductions and marketing strategies is particularly important...and can spell the difference between success and failure.

The report's objectives include: To assist potential market entrants in evaluating prospective acquisitions and joint venture candidates.

To complement organizations' internal competitor information gathering efforts with strategic analysis, data interpretation and insight.

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