

# sitsi

YOUR SOURCE FOR EXCEPTIONAL ANALYST INSIGHTS

<https://sitsi.pacanalyst.com/>

# How can you benefit from SITSI®?

What?

**Shape your business in software, IT services and digital markets...**

SITSI® stands for "Software and IT Services Industry" and is our universal content platform of all off-the-shelf studies for the IT vendor community.

How?

**...with the most comprehensive research portal...**

- 500 vendor profiles
- 500 market reports
- Over 65,000 data points in 1,000 data marts
- Tracking of over 10,000 deals - Published/ updated every year

Why?

**...that helps you take action today.**

The SITSI® universe helps you understand the changes in your environment, seize opportunities, formulate crucial business strategies and take the right investment decisions.

[Take a glimpse at the SITSI® library](#) 

# What is covered in SITSI®?



# SITSI® Research dimension 1: Countries & Regions



## Western Europe

Austria  
Belgium  
Denmark  
Finland  
France  
Germany  
Italy  
Netherlands  
Norway  
Spain  
Sweden  
Switzerland  
UK  
Rest of W. Europe\*

## Eastern Europe

Czech Republic  
Hungary  
Poland  
Romania  
Russia  
Slovakia  
Türkiye  
Rest of Eastern Europe\*

## Asia Pacific

Australia\*  
China\*  
India\*  
Japan\*  
Rest of Asia Pacific\*

## Middle East & Africa

South Africa\*  
Middle East\*  
Rest of Africa\*

## Americas

USA  
Canada\*  
Brazil\*  
Mexico\*  
Rest of Latin America\*

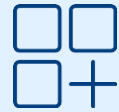
\* Only market figures and forecasts

# SITSI® Research dimension 2: Key topics



## AI, BI & Analytics

Artificial intelligence  
Business intelligence  
Big data  
Process automation/  
RPA



## BAS-related Services

Business applications-  
related C&SI (SAP,  
Oracle, MS Dynamics,  
Salesforce)  
SAP-related services



## Cloud Computing & Infrastructure

Cloud-related  
C&SI, AM  
IaaS, PaaS, SaaS  
Managed cloud  
services  
Public, private &  
hybrid cloud



## Cyber Security

GRC, SOC, SIEM  
Data & application  
security  
ID & access  
management  
Infrastructure security



## Digital Innovation & IoT

Digital front-end  
processes: marketing,  
sales, commerce, CX  
Digital factory, connected  
vehicles, smart transport  
& logistics, smart energy  
& resources, smart cities  
& digital government,  
digital health



## Digital Sustainability & CSR

Company culture  
Health & wellness  
Environment  
Social

PAC publishes **market reports, vendor profiles, detailed market figures, vendor rankings at worldwide and local levels**, and much more. Explore by topic or select specific regions or countries using the SITSI® advanced search function.

Market Figures, Expert Views, InBrief/InSight Analyses, CxO Surveys, PAC RADAR

# SITSI® Research dimension 3: Standard Market Taxonomy



## IT MARKET

HARDWARE	SOFTWARE & IT SERVICES (SITS)					
	SOFTWARE and CLOUD PLATFORMS				IT SERVICES	
	Infrastructure Software & Platforms	Application Software Products	SaaS	Public IaaS/PaaS	Infrastructure-Related Services	Application-Related Services
Operating Systems	Office, Content & Collaboration	N3SM & Middleware		Infrastructure Support Services <sup>1</sup>	Application-related Project Services <sup>2</sup>	
Network, System, Storage and Security Management (N3SM)	Horizontal Business Applications (incl. BI)	Vertical Business Applications		Infrastructure-related Project Services <sup>2</sup>	Application Management	
	Vertical Business Applications	Horizontal Business Applications		Infrastructure Outsourcing Services <sup>3</sup>		
Middleware	Technical Applications	Vertical Applications				

<sup>1</sup> Hardware Maintenance; Field Services and Services Desk  
<sup>2</sup> Consulting; Systems Integration; Training  
<sup>3</sup> End-user Devices Outsourcing; Data Center Outsourcing & Hosting; Managed Data Center Services

## VERTICAL SECTORS

Manufacturing	Banking	Insurance	Public Sector	Telecom	Utilities	Retail & Wholesale	Transport	Services & Consumers
---------------	---------	-----------	---------------	---------	-----------	--------------------	-----------	----------------------

# What can you find on SITSI®?



# Overview PAC analyst

[www.pacanalyst.com](http://www.pacanalyst.com)



Direct access to SITSi

This screenshot shows the top navigation bar of the PAC website. It includes a search bar, the PAC logo, and menu items for SITSi®, SERVICES, ABOUT, NEWS & EVENTS, and CONTACT. A dropdown menu is open under 'ABOUT', listing 'About', 'Our Team', and 'Careers'. Another dropdown menu is open under 'SERVICES', listing 'SITSi®', 'RADAR®', 'Consulting Services', 'CxO Surveys', and 'Vendor Landscapes'. Orange arrows point from the 'SITSi®' link in the navigation bar to the 'SITSi®' link in the dropdown menu, and from the 'SITSi®' link in the dropdown menu to the 'Our Services' page screenshot below.

This screenshot shows the 'News' page on the PAC website. It features a search bar, the PAC logo, and navigation links. A 'Filters' sidebar is visible on the left, with options for 'View all posts', 'Company News', 'Events', and 'News'. A featured webinar is highlighted with a dark background and white text: 'Webinar - Thriving in the AI Era: Embrace Disruptive Transformation' on May 30, 2024. The main content area includes a 'Read more' link.

This screenshot shows the 'Our Services' page. It features a search bar, the PAC logo, and navigation links. The main heading is 'Our Services' with a sub-heading 'Explore our inventory of research services and resources that help you leverage relevant market data, boost your market visibility, and facilitate smart business decisions for your organization.' Below this, there are five service categories, each with a logo and a brief description: SITSi®, PAC RADAR®, Vendor Landscapes, CxO Surveys, and Consulting Services. Each category has a 'LEARN MORE' link with an external icon.

This screenshot shows the 'The PAC Story' page. It features a search bar, the PAC logo, and navigation links. The main heading is 'The PAC Story'. The text describes the company's history and mission, mentioning its founding in 1976 and its commitment to accuracy and up-to-date information. Below the text, there is a 'Data Points' section with four statistics: 5000 analyses, 12 spoken languages, 32 countries and regions covered, and 47 years of experience in market research.



# SITSI®: Europe's leading market research platform



## USEFULL LINKS

Access to the corporate web site

[www.pacanalyst.com](http://www.pacanalyst.com)

Access to SITSI

<https://sitsi.pacanalyst.com/>

Access to blog posts

<https://sitsi.pacanalyst.com/blog>

Suscribe to SITSI  
Newsletter

[sitsi-newsletter-subscription](#)



<https://www.linkedin.com/company/pierreaudoinconsultants>

# HOW TO USE SITSI?

Discover powerful market research you can trust. Gain clarity about your market position, access 3,000+ reports, and power your business growth with rich, highly granular data.

# Overview SITSI

**sitsi**

MARKET RESEARCH SERVICES

## Welcome to SITSI®

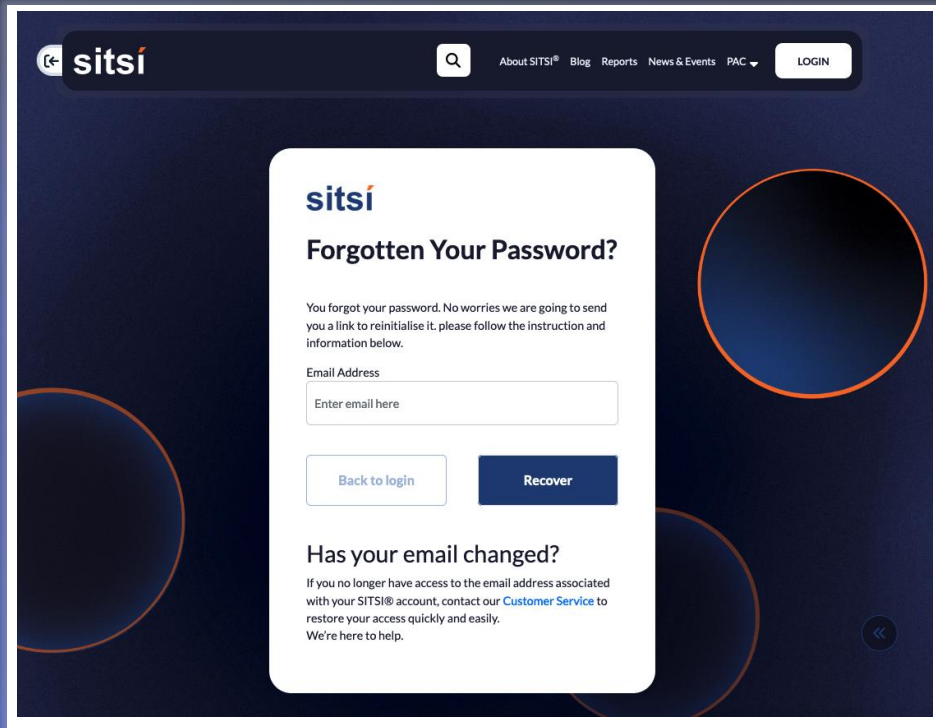
SITSI®: Europe's leading market research platform

Discover powerful market research you can trust. Gain clarity about your market position, access 3,000+ reports, and power your business growth with rich, highly granular data.

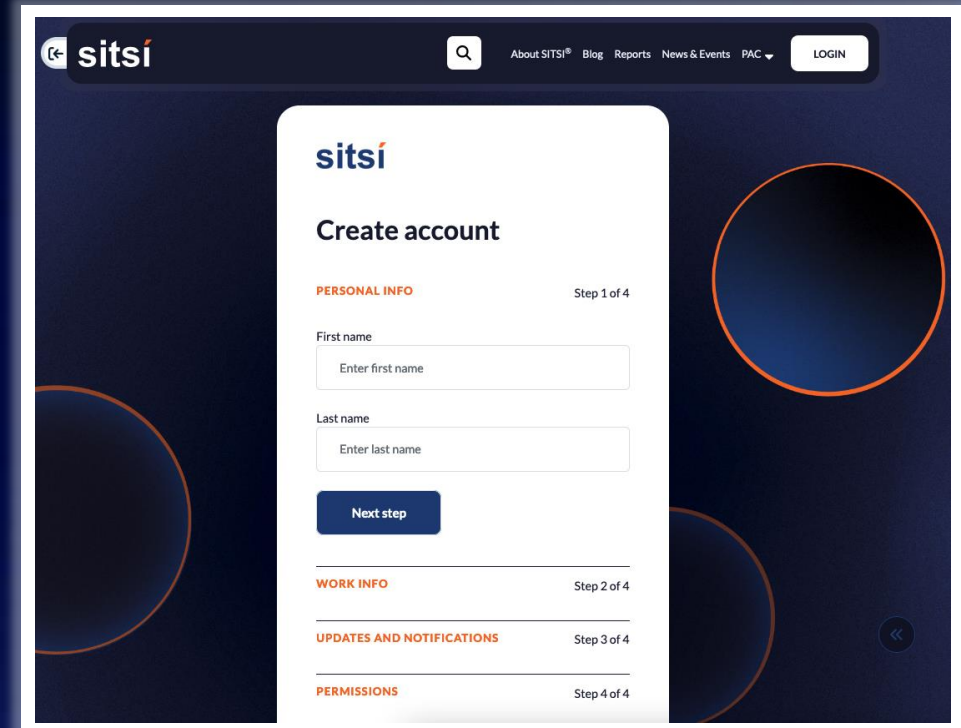
[Learn more about SITSI®](#) [View All Blog Posts](#)

Quick Menu for actions

# How to login or register?



[https://sitsi.pacanalyst.com/login/?action=forgot\\_password](https://sitsi.pacanalyst.com/login/?action=forgot_password)



<https://sitsi.pacanalyst.com/account/>

# Overview SITSI (homepage)

Topics to pick from:

[View All](#)

AI and Analytics

Business Application Services

Cloud Computing

Customer Experience

Digital Customer Engagement

Cybersecurity

DevOps

Digital Sustainability & CSR

Europe

France

Generative AI

Germany

S/4HANA Migration

Salesforce Services

SAP Services

Smart Solutions/ IoT

UK

Zero Carbon

Highly viewed topics

## Featured reports

[View all reports >](#)

### VENDOR RANKINGS

**SAP Services - Vendor Rankings - France, Germany, UK, US, EMEA, Americas, APAC, Worldwide**

Published October 31, 2023

Latest reports and highlights from analysts

● SAP Services - Vendor Rankings - France, Germany, UK, US, EMEA, Americas, APAC, Worldwide

○ Public Sector - InSight Analysis - UK

○ Industrial Metaverse - From Customer Projects To Relevant Use Cases -

# My personal space & registration (after login)

The screenshot shows the SITSi user interface after login. At the top left is the SITSi logo with a back arrow. To its right is a search icon and a menu icon. A callout box labeled "Fast access to priority content" points to the top navigation area. Below the navigation are three main columns:

- Latest Added Favorites:** Software & IT Services – Vendor Rankings, Calendar Year 2022 – Worldwide.
- Latest Contents Viewed:** Le numérique toujours dynamique – Infographie, Le numérique est résilient – Infographie, Fields of digital innovation in Europe – status quo & strategies – infographic, White paper: Fast-track to software-defined vehicles.
- My Personal Space:** What's New?, Account information, My favorites, Saved Searches & Email Alerts, Notifications, Logout.

Callouts on the right side of the interface:

- "Check your or your team's favorites" points to the "My favorites" link.
- "Update your saved search" points to the "Saved Searches & Email Alerts" link.
- "Update notifications" points to the "Notifications" link.

At the bottom, there are two buttons: "Learn more about SITSi®" and "View All Blog Posts".

# Search engine

The screenshot shows the SITSi search engine interface. At the top left is the SITSi logo. To its right is a search bar with a magnifying glass icon. Further right are navigation links: "About SITSi", "Blog", "Reports", "News & Events", "PAC", and a user profile "Hello, Myriam". Below the search bar is a large white search input field with the text "Full text search bar (searching anywhere in documents)" and a magnifying glass icon. Below this are four filter checkboxes: "Market Figures & Forecast", "Market Reports", "Vendor Profiles", and "Vendor Rankings". On the left side, there is a "Filters" section with a "Reset" button and four dropdown menus: "Horizontal Topics", "Report Type", "Regions and Countries", and "Vertical Sectors". Below the filters is a "Date Range" section with two input fields and a "RESET" button, and a "Language" dropdown. The main content area shows "3130 Results for "" (Save Search)". Below this are buttons for "Download", "Add to Favorites", and "Share with Team". A "Sort By" dropdown is also present. The first result is titled "Total IoT by Segments - Market Figures - India" and includes a description, analyst name "Arnold Vogt", and publication date "Oct 10, 2023".

Quick search: filter by report type

Save your search & receive notifications

Favorites & share

Advanced search filters

Quick sort (date, content, free, new, etc.)

Horizontal Topics  
Report Type  
Regions and Countries  
Vertical Sectors  
Date Range  
Language

**VENDOR PROFILE**  
KocSistem - Vendor Profile - Turkey  
This short vendor profile provides a quick overview of the local portfolio and performance of KocSistem in Turkey.  
Analyst: Iulia Sandut  
Published: Jun 21, 2024  
Info View

**DATAMART**  
KocSistem - Figures - Turkey  
This Excel document is part of the company profiles PAC publishes every year at  
Analyst: Iulia Sandut  
Published: Jun 21, 2024  
Info

**VENDOR PROFILE**  
Netas - Vendor Profile - Turkey  
This short vendor profile provides a quick overview of the local portfolio and pe  
Analyst: Iulia Sandut  
Published: Nov 15, 2023  
Info View

Via 'Info', you can access the summary, view or download the publication & contact the consultant

Read the article directly

Report • 21 Jun 2024  
**KocSistem - Vendor Profile - Turkey**  
This short vendor profile provides a quick overview of the local portfolio and performance of KocSistem in Turkey.  
We analyze the background, top customers, positioning and strategy of the company in the local market and examine the provider's products and services portfolio, its strategic focus on relevant topics, as well as its vertical expertise. A breakdown of local revenue by market segments and vertical segments as well as a growth forecast give insight into the provider's performance in the market.  
ICT providers can use this profile for a quick assessment of potential partners and competitors in the market. ICT user companies get an independent assessment of the provider's portfolio to build their provider shortlist on.  
This vendor profile is part of the SITSi® Market Research by Pierre Audoin Consultants (PAC) with 400+ short vendor profiles and 120+ corporate vendor profiles. Each vendor profile follows the same structure, allowing easy and relevant comparison.

View / Download the full report  
View Download

Iulia Sandut  
in

SHARE:  
in @



# SITSI® Analyst Access as an add-on module for on-demand queries

The logo for SITSI, featuring the word 'sitsi' in a bold, blue, lowercase sans-serif font. The letter 'i' has a small orange dot above it.

**Sometimes our clients need intelligence beyond what is available in our SITSI® repository.**

**Choose simple, direct and flexible access to our experts.**

**From ad-hoc inquiry calls to small custom analyses, from speaking engagements to strategic workshops**

- Additional market or competitive insights
- Adaptation of our market and vendor data to your own portfolio elements or market segmentation
- Input and opinion to feed your strategy & positioning discussions
- Keynotes for your customers or kick-off presentations for your teams
- Speed, agility and proximity – you will have our full commitment

Every quarter (or upon request) we provide an overview of your analyst access issues addressed, the days used, and the balance of retainer time remaining.

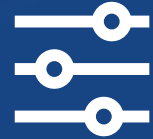
Retainer time is not required for simple questions or clarification of information in published reports – this type of inquiry is handled at no expense.

# What makes PAC & SITSI® different?



## European focus with local knowledge

Deep knowledge of the European market, supporting local business units with their sales and marketing activities.



## Beyond market research

Combination of outstanding off-the-shelf market reports and actionable, custom go-to-market services.



## Industry/country-specific analysis

Through our bottom-up approach, we provide unparalleled data and analysis at the local level.



## Direct analyst access

Going further than the industry standard by giving you direct access to our analysts for engagement and inquiries.



## Partner of choice

Trusted by the biggest names in the IT industry for over 45 years, with over 95% of recurring customers

# About PAC



Guidance

The independent research and consulting firm leading in the fields of digital transformation, software, and IT services in Europe.



17 out of Top 20 B2B tech companies as clients



Visibility



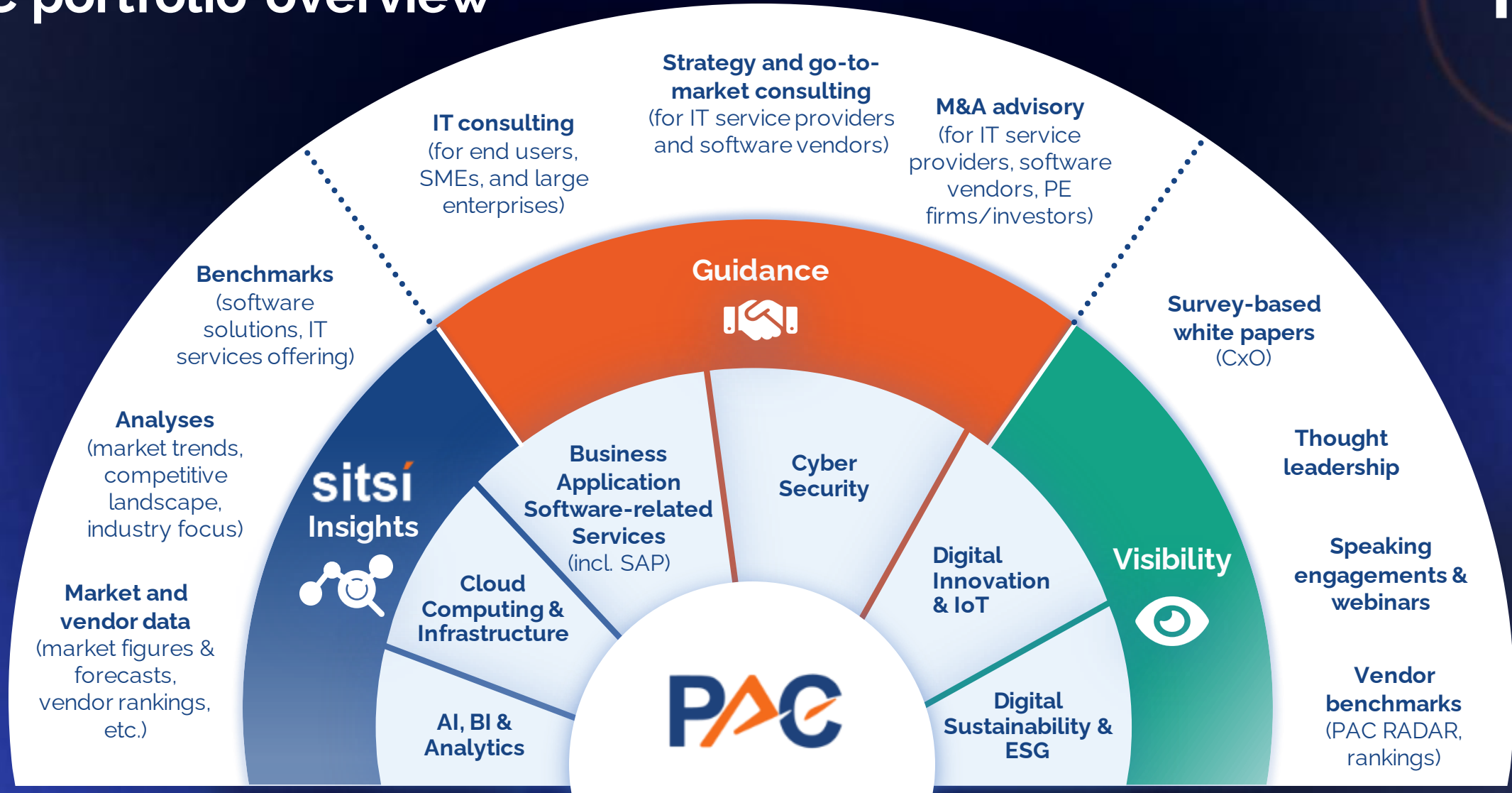
Insights



- Bucharest
- London
- Munich
- Paris



# PAC portfolio overview



Key offerings

Research clusters



Your partner of choice for  
European-focused IT market  
data, insights, and advice.

**Headquarter: PAC France SAS**

Morning Monceau  
10 rue Treilhard  
75008 Paris

[info-France@pacanalyst.com](mailto:info-France@pacanalyst.com)



[info-germany@pacanalyst.com](mailto:info-germany@pacanalyst.com)



[info-uk@pacanalyst.com](mailto:info-uk@pacanalyst.com)



[info-romania@pacanalyst.com](mailto:info-romania@pacanalyst.com)

