



Software applications, ICT services and infrastructure for small and medium-sized enterprises in Poland 2010

Based on a survey of 800 Polish SMEs

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Word from the author



Small and medium enterprises are of strategic importance for Poland's economy. This sector delivers the lion's share of inflows to the state budget as it generates approximately half of gross capital formation as well as gross domestic product in Poland. It is also becoming increasingly important for IT vendors, including also market leaders associated most often with large contracts and the provision of services to the largest organisations. It is true, most revenues on the IT market in Poland continues to be generated on provision of goods and services to large organisations. Yet, the market's potential lies foremost in the SME sector which is much less saturated in IT. There are over 16,000 medium-sized firms, with between 50 and 249 employees, in Poland. Year by year, SME's percentage share in total expenditure on IT in Poland grows.

There has also been a gradual increase, especially among mid-sized enterprises, in the use of IT services and in the leveraging of more advanced solutions used for enterprise management or customer relations. SMEs can also count on EU funds to help finance the purchase of new technologies.

Paweł Olszynka, Head IT&Telecoms Analyst

Report Description

The report comprises a comprehensive overview and discussion of the most important trends in **investing in the ICT industry in the SME sector**, with a key focus on **software and IT services solutions, telecommunications and IT infrastructure**. The report analyses both the supply and the demand sides of the market.

The main source of data for the report was a survey conducted by PMR Research among **800 companies from the SME sector in Poland**, and **in-depth interviews** with selected suppliers of software and ICT services. The report also includes **estimates and forecasts** prepared by PMR's research and analysis team.

The report **Software applications, ICT services and infrastructure for small and medium-sized enterprises in Poland 2010** represents the only such report available on the market, and provides an overview of the **most current data on ICT assets and resources** of the SME sector in Poland. **It is the perfect tool to support planning sales and marketing strategies.**

Report includes

- reliable data, in 90% based on proprietary research,
- comprehensive analysis of the market, looking both at demand and supply,
- data on maturity of use of software and IT services,
- forecasts for subsequent years, about investments on individual IT solutions,
- discussion of the sector's potential.

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