

LONDON, Dec. 23, 2013 /PRNewswire/ -- Reportbuyer.com just published a new market research report:

[The Four Pillars: How Services Firms and Providers Must Evolve to Ensure Sustainability Delivering Next-Generation Services](#)

This IDC study provides IDC's view on how the four pillars (social, mobile, analytics, cloud) are shaping the evolution of the business and IT services market and industry using ongoing IDC research. This study presents IDC's analysis of how these four pillars are impacting the services markets as well as the seven geographic markets (United States, Canada, Latin America, Western Europe, CEMA, Japan, and APEJ) and concludes with IDC's essential guidance on what services firms need to do in order to adapt to the market changes that these four pillars are creating.

"The four pillars of social, mobile, analytics, and cloud are driving fundamental changes in how buyers and organizations want to procure business and IT services that involve more standardized, host-based offerings with the increasing ability to more easily localize and personalize services whether for commercial or consumer use," said David Tapper, VP of Outsourcing, Managed, and Offshore Services at IDC. "The impact of this for services firms using more traditional means of delivery (e.g., labor centric) will require that they fundamentally change their business models, go to market with the language of business not IT, pursue new markets, make strategic investments particularly at the local level, and change from following customers to leading them."

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Read the full report: [The Four Pillars: How Services Firms and Providers Must Evolve to Ensure Sustainability Delivering Next-Generation Services](http://www.reportbuyer.com/business_government/outsourcing_bpo/four_pillars_services_firms_providers_evolve_ensure_sustainability_delivering_next_generation_services.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=NoCategory) http://www.reportbuyer.com/business_government/outsourcing_bpo/four_pillars_services_firms_providers_evolve_ensure_sustainability_delivering_next_generation_services.html#utm_source=prnewswire&utm_medium=pr&utm_campaign=NoCategory

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