

# What the Future holds

IT Industry Primer



*Big profit margins, mega business parks and cutting-edge innovation have become almost inseparable from the IT industry. While we see a new generation of technology and service offers, there has been much talk about the big vessel struggling to cope in a sea of tumultuous economic changes.*

As announced by the Federal Reserve spokesperson, the US market recently made comeback as the top choice for [investors in the IT sector](#)

Although there had been a number of skeptical views about the US market through the last 5 years of stimulus packages, recent news from early October 2012 has it that assets and collaterals have started growing in value across dollar charts.

Although one can smell a great deal of optimism growing back in the 'land of opportunity', statistics from the previous quarters show that there has been a steady lowering in PC sales, revenues generated and clients served. In many cases, companies which gained a larger number of active clients, have only tottered around their mean revenue mark through Q2 and Q3.

**“YOU CAN ADAPT  
CHANGE OR DIE... IT'S  
REALLY THAT SIMPLE.  
THE WORLD IS  
CONSTANT CHANGE. IF  
ANYONE SHOULD BE  
LEADING THAT, IT'S  
YOU”**

**– JEFFREY**  
Hayzlett (Global Business  
Celebrity and Writer)

### Multiple of Pcs sold vs Macs Sold

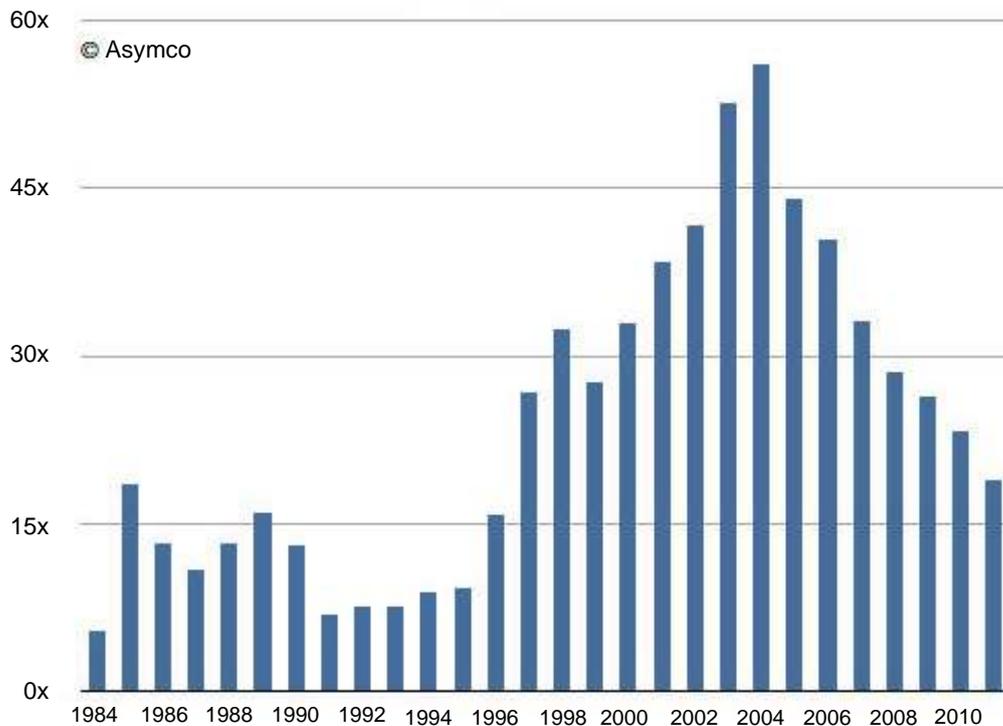


Figure 1 - Fall in PC Sales (Source: Mashable.com)

The IT sector is service based in philosophy. No matter what it develops in the products basket, it is only to provide the necessary service to an organization. In fact, the products mean nothing without tech support and other necessary supplements.

As marketers ease into a more optimistic period, frontrunners are not sitting still. New avenues and major revenue generators for IT companies are startling. As most industrial sectors are expected to pick up pace towards the end of the third quarter (November-December 2012), low investment enterprises such as music studios, entertainment hubs and radio channels are showing the trends that get IT decision makers interested.

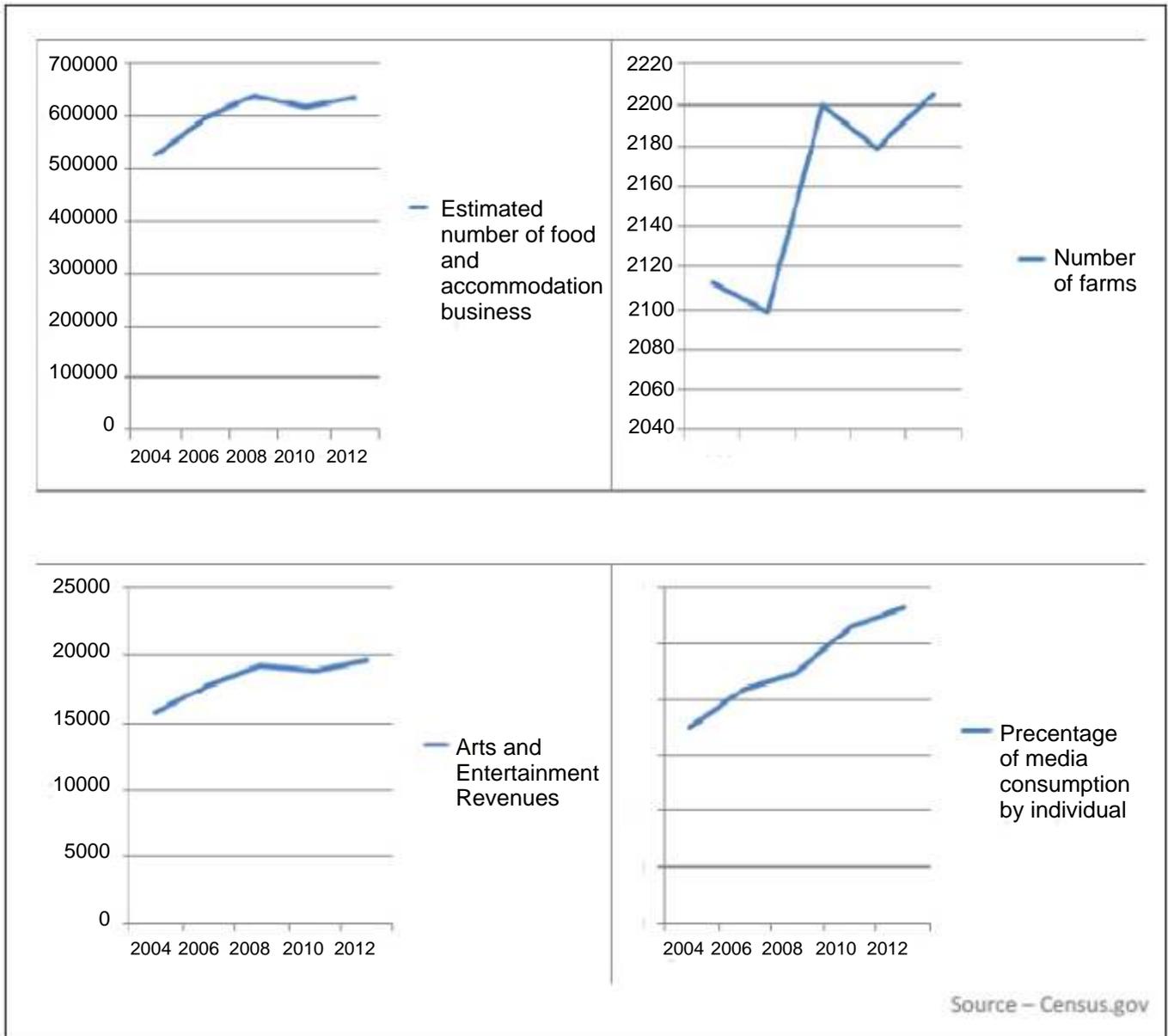
In fact, the hospitality and entertainment sectors have shown better health than was expected as a result of the bygone recession. The food industry is projected to grow by 67% by the end of this financial year say experts.

Many such unlikely opportunities for the IT industry should evolve throughout the next financial year, and many modifications in IT companies are expected. Although the big revenue industries will show signs of attracting IT investors sooner than late, evolving departments in the electronic media seems to be bringing a sure shot winwin scenario.

While the revenue generated from each food industry player could be a little less than sizeable, the approach IT directors are taking involves broader reach into the sector.

**“Right now, most marketers approach their CEO with this mobile strategy... I have an iPhone app. We need to move beyond that. We need to involve more platforms so when my CEO asks for our mobile plan, I have a compelling strategy to reference.”**

*– Jeffrey Hayzlett*



Most comebacks have been associated with a reduction in the average farm size, number of shows per media house, so on and so forth.

In order to be able to provide small industry players with wide-network applications and intelligent supply chain management (SCM) and customer relationship management (CRM) systems, IT companies need to market themselves in a unique manner. Reaching the astronomical number of outlets, delivery chains, organic farms, restaurants, clubs, pubs, theater stages and studios can be time consuming. As a result, inbound marketing is a top choice.

IT companies looking for positive change need sizeable marketing databases to move on.

B2Bdatapartners are useful for telling where new applications will be required, what procedures are being automated and which procedures need the support of IT service-product packages accurately, in real-time.

Thankfully, B2B data marketing solutions have become viable, accessible and effective in the last decade. It is only now that master databases prepared for marketing campaigns run into tens of millions of records – all accessible through API products and other innovative deals.

While a sincerely careful approach is vital for revolutionizing the food and entertainment business models, there is always a breather hidden for the keenly prepared.

## **Mushrooming enterprises could be the perfect quick-fix that IT directors groped for in the last few years.**

Building success on data solutions can sound like it is only half the battle won, but the future lies in data.

Many big businesses grow inordinately, only to topple over to the triumph of many small investment competitors.

For your growth in the near future, knowledge of the most likely revenue generators is the power you need.

## About B2Bdatapartners

B2Bdatapartners is a Growth Enablement Partner for Clients across 83 countries helping extend reach to over 36 million top global executives across the world. B2Bdatapartners has transformed the way businesses work with cutting-edge data management technology, exhaustive data reach and digital marketing solutions. The Company is specialized in offering customized target database solutions based on the clients' requirements and business scope.

B2Bdatapartners offers services that help clients with their complete business growth cycle. This includes sales, marketing, nurturing and customer service. For a business to work smoothly, all the communication has to work hand in hand. This is what B2Bdatapartners does to help companies grow globally. With its path breaking innovative digital marketing services and extended data reach, the Company is the only one of its kind that bets on getting paid only after helping clients grow their business like a 'Real Marketing Partner'.

For further information please visit <http://www.b2bdatapartners.com>

### **We are available at:**

Email: [info@b2bdatapartners.com](mailto:info@b2bdatapartners.com)

Call: 800-382-4081