

# CONTEÚDO DINÂMICO PME DIGITAL

## Para onde vai o dinheiro na Indústria de Manufatura / Materiais da Europa? Prioridades de negócios e gastos com TI e Segurança

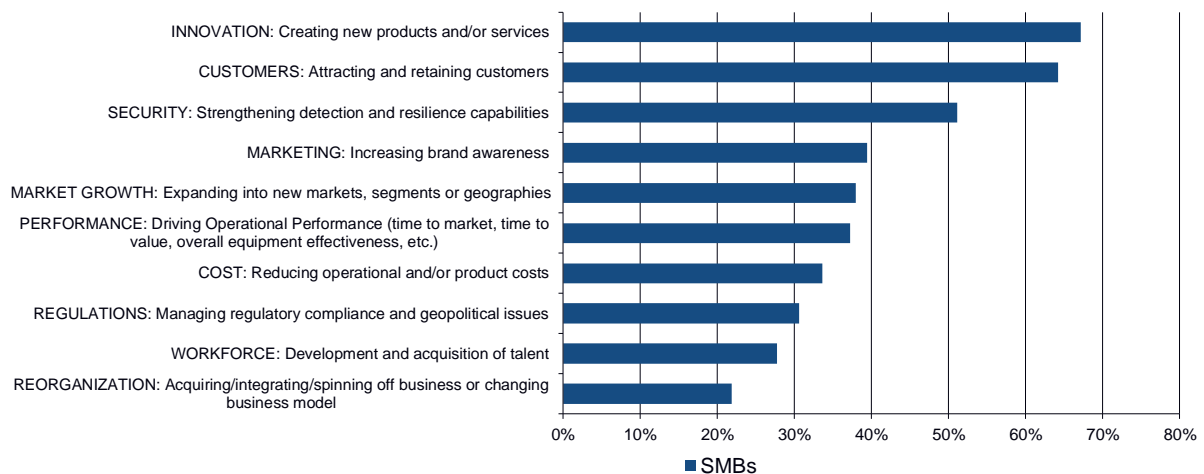
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### CONTEÚDO

## Business & security priorities, IT spending & budget

Innovation and customer attraction and retention are important for all Western European manufacturers, although SMBs prioritize customer focus even more so than larger players

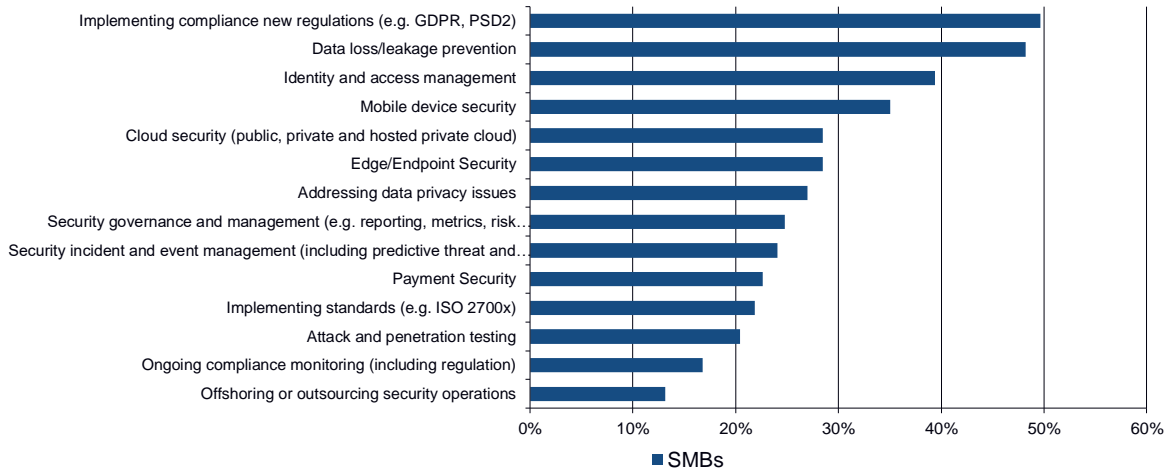
Q. Which are the very important business priorities for your organization for 2018?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

Not surprisingly, SMBs face greater security challenges than larger manufacturers, with the exception of compliance monitoring

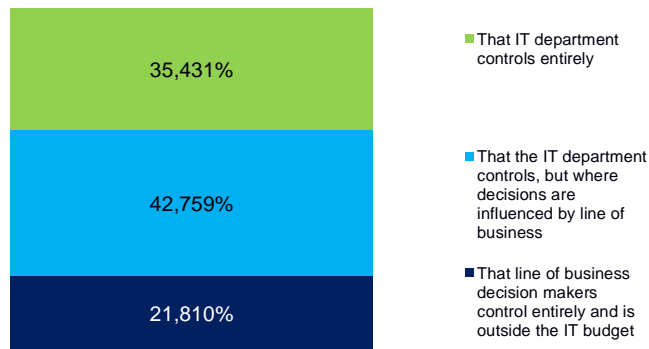
Q. Which are the very important information security priorities for your organization for 2018?



Source: European Vertical Markets Survey 2017, Manufacturing N = 226

Line of business (LOB) is increasingly gaining control over the IT budget, either entirely on its own or by influencing the IT department. This is a structural transformation, and it is happening across value chains consistently.

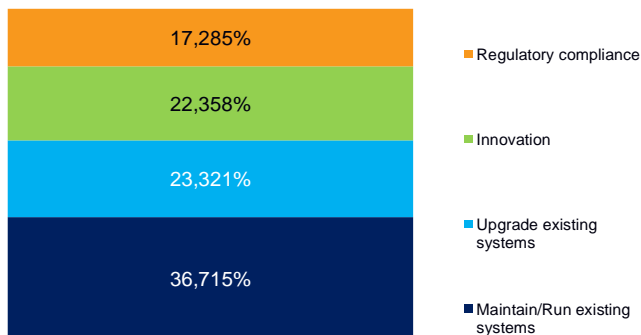
Q. Considering the overall external IT spending of your organization for 2017, can you indicate the percentage:



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

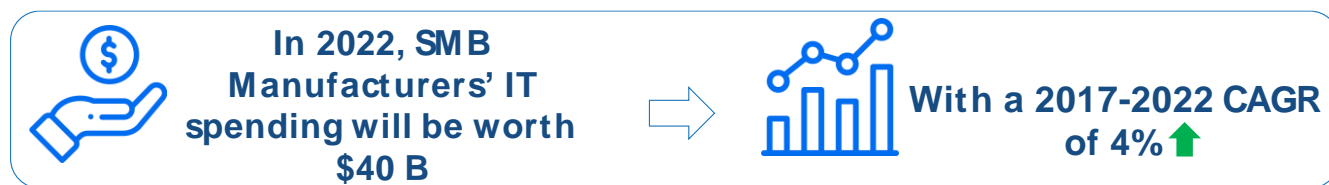
A significant portion (37%) of SMB IT spend is still allocated to maintaining existing systems, but investing in system upgrades and innovation is not insignificant. About a quarter of external IT spend is allocated to each of these categories.




Q. In 2018, what percentage of your IT budget will be allocated to:



Source: European Vertical Markets Survey 2017, Manufacturing N = 137

Western European Manufacturing SMBs spending looks healthy with a positive CAGR forecast. IT Services spending will slightly decrease in favour of software spending.



Market spending shares		
Spending shares	2018	2022
Hardware 	31%	= 31%
Software 	40%	↑ 43%
IT Services 	29%	↓ 26%

Source: Worldwide Semiannual IT Spending Guide: Industry and Company Size, 2017H2