

IT market in Poland

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IT providers in Poland are starting the post-crisis period in actually quite good moods and are already beginning to predict what solutions will be most sought after by their customers during prosperity.

However last year hardware distributors recorded significant reduction in the number of orders placed, especially by business customers, software and IT services providers performed far better. A majority of them had similar sales as in previous periods, while some even improved their sales results, as if going against the global trends caused by the crisis. Some cost cutting solutions, more effective planning and budgeting, IT outsourcing and on-line access to software gained popularity during the economic slowdown.

Today's economy requires businesses to keep close tabs on market activity in order to make sound decisions and maximize profits. If you're looking for the very latest and most viable data and analysis on Polish IT market issues, you should read the latest PMR report IT Market in Poland 2010. Development forecasts for 2010-2014.

IT Market in Poland 2010. Development forecasts for 2010-2014 provides readers with a comprehensive analysis of the IT market, including reliable market development projections, complete profiles of industry leaders as well as vital information on legislation and the institutional environment in the Polish IT market. All segments of the IT market – hardware, software and IT services - are thoroughly covered.

Results of the survey carried out among the 200 largest companies active in the Polish IT market allow readers to learn market leaders' opinions on topics such as the impact of the crisis, potential obstacles to market success and possible new market entries.

Plan in accordance with forecasts developed using current macroeconomic indicators, sales figures and development statistics. Strengthen your strategy with a thorough knowledge of market size and structure, and learn from the competition by examining complete profiles of industry leaders.

IT Market in Poland 2010 - your guide to a better business plan.

About PMR

PMR (www.pmrporate.com) is a British-American company providing market information, advice and services to international businesses interested in Central and Eastern European countries as well as other emerging markets. PMR's key

areas of operation include business publications (through PMR Publications), consultancy (through PMR Consulting) and market research (through PMR Research). Being present on the market since 1995, employing highly skilled staff, offering high international standards in projects and publications, providing one of most frequently visited and top-ranked websites, PMR is one of the largest companies of its type in the region.

For more information on the report please contact:

Marketing Department:

tel. /48/ 12 618 90 00

e-mail: marketing@pmrcorporate.com

PMR

ul. Supniewskiego 9, 31-527 Krakow, Poland

tel. /48/ 12 618 90 00, fax /48/ 12 618 90 08

www.pmrcorporate.com

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