

# Study: Global IT purchases will touch \$1.7 trillion

**Our Bureau**

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Global IT purchases in 2011 will rise by 7.1 per cent to touch \$1.7 trillion, according to a report by Forrester Research.

"Our forecast of 7.1 per cent for global IT purchases is still a bullish one, given the economic weakness in Europe, the questions about the US recovery, and the potential slowdowns in Asian economies," says Principal Analyst and Vice-President, Mr Andrew Bartels.

"The projected growth of 7.2 per cent in 2010 was a rebound from depressed levels in 2009, but our forecast of similar growth in 2011 is actually more impressive because it comes on top of the good growth in 2010," Mr Bartels says.

Forrester has exhorted vendors to revisit their sales and marketing strategies for 2011.

"Vendors assume that 2011

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will be a repeat performance of 2010 for the markets in which they sell; they may well be making a mistake. Sales and marketing strategies need to change for 2011 to reflect the different pattern of growth," says Mr Bartels.

IT purchases in the Asia-Pacific will grow by 8.5 per cent, with slow-growing Japan offsetting faster growth registered in China and India.

In 2011, the spend on software will be the largest at \$430 billion, the report said. The spend on computer and communications equipment would be \$362 billion and \$335 billion each.