

# Japan ICT Investment Trend : Market Snapshot 2018

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## Overview

"ICT Investment Trends in Japan", presents the findings from a survey of 94 Japanese enterprises regarding their Information & Communications Technology (ICT) investment trends. The survey investigates how Japanese enterprises currently allocate their ICT budgets across the core areas of enterprise ICT expenditure: hardware, software, IT services, communications, and consulting.

The report illustrates the core technologies that enterprises are investing in, including enterprise applications, security services, IoT, and cloud computing. The survey also highlights the approach to purchasing technology adopted by enterprises in Japan.

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## Top Companies mentioned

Adobe

Microsoft

IBM

ADP

Oracle

NTT

McAfee

Symantec

Dell

Google

AT&T

Fujitsu

## Synopsis

The recovering global economy and appreciating exports helped Japanese economy advance for five straight quarters. Moreover, the gradual rise in GDP is leading to the marginal increase in ICT investments in the country. Japanese enterprises are optimistic about investing in ICT, as they realize that adoption of technologies could help them increase their efficiency, visibility, and profitability.

The survey further depicts that Japan enterprises are allocating the highest proportion of their cloud computing budget to the private cloud. Meanwhile, increasing customer satisfaction and improving supplier intimacy remain the top business objectives influencing IT investment strategies among Japan enterprises.

Japan's technological advancement is one of the key factors leading to its industrial development. In line with this, Japanese enterprises plan to continue investing the highest proportion of their ICT budgets in the core domains of hardware, software, and IT services.

As the Japan government is transforming the telecommunications sector to implement next generation networks capable of high speed data transmission, the demand for network equipment and services is expected to increase.

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