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## **Gartner Says EMEA IT Spending Will Grow 1.4 Per Cent in 2013 after Declining in 2012**

- ***By 2015, Big Data Will Create 1.3 Million IT Jobs in EMEA***
- ***By 2016, Spending on Mobile Devices Will Reach \$188 Billion in EMEA***

Barcelona, Spain, 5 November, 2012 — IT spending in Europe, the Middle East and Africa (EMEA) will reach \$1.154 trillion in 2013, a 1.4 per cent increase from 2012 projected spending of \$1.138 trillion, according to Gartner, Inc. Despite the ongoing economic malaise, Gartner sees pockets of growth in IT in Europe, mainly driven by devices and software. Big data will also change the landscape of IT – creating new jobs.

“This year is a pessimistic year for IT spending in Europe,” said Peter Sondergaard, senior vice president at Gartner and global head of Research. “In 2012, we estimate that IT spending will decline 3.6 per cent in EMEA and 5.9 per cent in Western Europe. However, the EMEA region will return to growth in 2013 and continue to grow through 2016 when spending will reach \$1.247 trillion.”

Mr Sondergaard provided the latest outlook for the IT industry today to an audience of more than 4,000 CIOs and IT leaders at Gartner Symposium/ITxpo 2012, which is taking place in Barcelona through 8 November.

“The mobile device market is currently the bright spot of the IT industry,” said Mr Sondergaard. “We are seeing tablets and smartphones significantly outpace purchases of traditional PCs.”

Gartner estimates that spending on mobile devices (notebook PCs, mobile phones, ultramobiles and tablets) in EMEA will amount to \$136 billion in 2012, reaching \$188 billion in 2016. In Western Europe, both consumers and businesses are adding tablets to their portfolio of mobile devices - increasing the total mobile device market growth by 8 per cent in 2012. This contrasts with a decline of 5 per cent in the mobile PC market in Western Europe. In Eastern Europe and the Middle East and Africa, mobile phone shipments will dominate the market, with tablet adoption increasing through to 2016.

By 2016, two-thirds of the workforce will have a smartphone or tablet device. This will change the way consumers buy software and transform the market. Traditional software providers will have to rewrite their applications for these tablet-based environments, and there will be a strong increase in software spending. Gartner estimates that EMEA IT spending in software will grow 3.1 per cent in 2013, nearly reaching the \$100 billion mark in 2016.

Consumers and workers becoming more mobile will lead to a complete change of architecture. Information will expand and accelerate driven by the Nexus of Forces, becoming a higher strategic priority for businesses.

“The Nexus of Forces are the confluence and integration of cloud, mobile, social and information that will transform IT architecture and create a new information layer in our economy that will create new jobs, new revenue, and require new skills,” said Mr Sondergaard.

Over the next three years, together with the North America and Japan, EMEA will be the most active region in using big data. By 2015, 4.4 million IT jobs will be created globally to support big data, creating 1.3 million IT jobs in EMEA, including 1.2 million IT jobs in Western Europe alone.

However, public education systems, as well as training within companies, are not sufficient to satisfy that demand. “We expect that organisations will be unable to fill out these positions, and we estimate that only 31 per cent of the IT jobs will be filled in Western Europe. It places a requirement on our education systems and on companies to start to train those roles. We need these kinds of roles across all businesses to analyse data and information, which will ultimately generate new revenue,” said Mr Sondergaard.

Additional information about Gartner Symposium/ITxpo 2012 in Barcelona, is available at [www.gartner.com/eu/symposium](http://www.gartner.com/eu/symposium). Video replays of keynotes and sessions are available on Gartner Events on Demand at [www.gartnerondemand.com](http://www.gartnerondemand.com). Follow news, photos and video coming from Gartner Symposium/ITxpo on Facebook at <http://www.facebook.com/GartnerSymposium>, on Twitter at [http://twitter.com/Gartner\\_inc](http://twitter.com/Gartner_inc) using #GartnerSym, and on Flickr at <http://www.flickr.com/photos/27772229@N07/>.

### **About Gartner Symposium/ITxpo**

Gartner Symposium/ITxpo is the world's most important gathering of CIOs and senior IT executives. This event delivers independent and objective content with the authority and weight of the world's leading IT research and advisory organization, and provides access to the latest solutions from key technology providers. Gartner's annual Symposium/ITxpo events are key components of attendees' annual planning efforts. IT executives rely on Gartner Symposium/ITxpo to gain insight into how their organizations can use IT to address business challenges and improve operational efficiency.

### **About Gartner**

Gartner, Inc. (NYSE: IT) is the world's leading information technology research and advisory company. Gartner delivers the technology-related insight necessary for its clients to make the right decisions, every day. From CIOs and senior IT leaders in corporations and government agencies, to business leaders in high-tech and telecom enterprises and professional services firms, to technology investors, Gartner is a valuable partner in 12,000 distinct organizations. Through the resources of Gartner Research, Gartner Executive Programs, Gartner Consulting and Gartner Events, Gartner works with every client to research, analyze and interpret the business of IT within the context of their individual role. Founded in 1979, Gartner is headquartered in Stamford, Connecticut, USA, and has 5,200 associates, including 1,280 research analysts and consultants, and clients in 85 countries. For more information, visit [www.gartner.com](http://www.gartner.com).

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