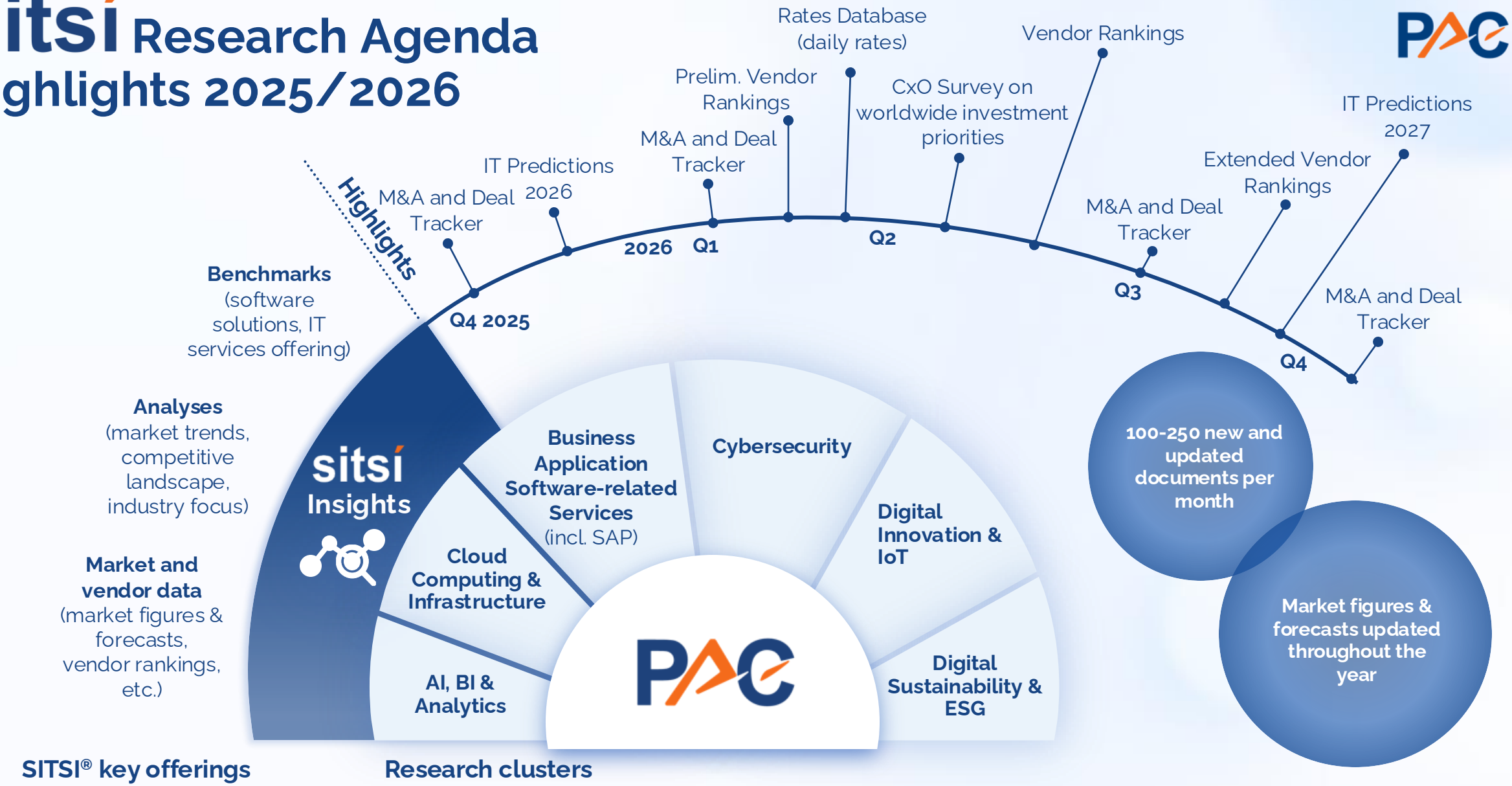
# PAC Research Agenda 2025/2026

SITSI®, PAC RADAR, CxO Surveys

# sitsi Research Agenda Highlights 2025/2026

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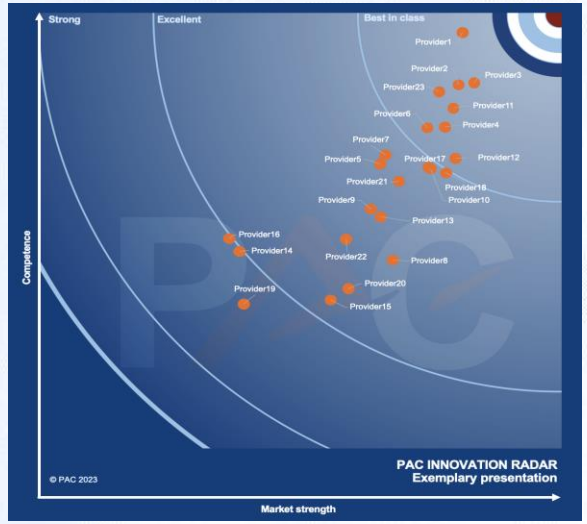
# PAC RADAR Agenda 2025/2026

Date of publication (Production starts 4-6 months before publication.)

| | | | | | | |
|---|---|---|---|---|---|---|
| 2025 | Q4 | Cybersecurity Services | | | Eric D. | |
| | Q4 | Digital Transformation Services for Insurance Companies | | | Aida | Karsten |
| 2026 | Q1 | SAP-related Services | | | Joachim | Sidney Dominique |
| | | AI-related Services | | | Karsten | Spencer Valérie |
| | | Azure-related Services | | | Eric B. | |
| | Q2 | Adobe-related Services | | | Spencer | |
| | | Testing / Quality engineering | | | Dominique | |
| | Q3 | Open Digital Platforms and related Services | | | Arnold | |

## RADAR (benchmarking)




The PAC RADAR is a tool for the **holistic evaluation** and **visual positioning** of software suppliers and IT service providers on local markets. It supports IT buyers in the selection of suitable IT partners.

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# PAC CxO Surveys Agenda 2025/2026

Date of publication (Production starts 2-3 months before publication.)

| | | | | |
|---|---|---|---|---|
| 2025 | Q3 | Digital Sovereignty | | Karsten Leclerque |
| 2026 | Q1 | Banking | | Spencer Izard |
| | | Manufacturing | | Arnold Vogt |
| | Q2 | Cybersecurity/AI | | Wolfgang Schwab |
| | Q3 | SAP | | Joachim Hackmann |
| | Q4 | Utilities | | Nick Mayes |

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| Digital Transformation | Media |
| Cybersecurity | Digital Customer Engagement |

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# Research Agenda 2026 by Cluster Topics

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# Cloud & Infrastructure Services
## PAC Research Topics 2026

Karsten Wolfgang Eric B.

- Digital sovereignty
- Quantum computing
- Resilience
- Data center innovation
- Distributed cloud
- SAP on cloud
- Open source
- Vertical cloud adoption
- Edge computing
- Hybrid cloud
- Network innovation
- …

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# AI & Analytics
## PAC Research Topics 2026

Iulia Tom Karsten Valérie Spencer

- Multimodal AI agents
- Scaling AI challenges
- AI orchestration
- AI governance
- Agentic AI workflow transformation
- AI sovereignty, from automation to autonomy
- …

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# Business Applications-related Services

## PAC Research Topics 2026

Joachim Sidney Dominique Franck

- SaaS & cloudification of ERP applications
- AI and GenAI-infused applications
- Application security and sovereignty
- Trends in application testing
- IP-based consulting
- …

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# Cybersecurity
## PAC Research Topics 2026

Wolfgang Spencer Eric D.

- AI-powered attacks & defenses
- AI governance & LLM security
- Cloud-native security & CNAPP
- Post-quantum cryptography
- Autonomous cyber defense
- Secure edge & 5G infrastructure
- Identity & access management 2.0
- (Software) supply chain security
- …

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# IoT and OT & Engineering Services
## PAC Research Topics 2026

Arnold Franck

- Physical AI (smart robots)
- Industrial AI
- IT/OT (data integration, exchange, management, models)
- Industrial metaverse
- PLM
- Engineering services
- Smart health
- Software-defined automation
- …

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# Digital Customer Engagement
## PAC Research Topics 2026

Spencer Jennifer Dan

- Agentic AI for customer journeys
- Disruptive concepts and providers
- AI for fulfillment
- AI-powered PIM
- AI-optimized order management
- Agentic AI for omnichannel
- …

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# Digital Sustainability & ESG
## PAC Research Topics 2026

Aida Nick Karsten

- Sustainable asset management through IoT
- Digital ESG reporting
- Sustainable product design across industries
- …

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# Our Latest Research Directly In Your Inbox – PAC Newsletter

**Sign up for our weekly update on the software and IT services (SITS) market in Europe and related PAC research.**

This newsletter provides a round-up of our latest analysis on how European organizations are pushing ahead with their digital initiatives and how key SITS suppliers are responding to the changing market conditions.

Each week, you will receive a round-up of

- the major news stories;
- contract awards;
- M&A and investment activities;
- and insight into forthcoming opportunities.

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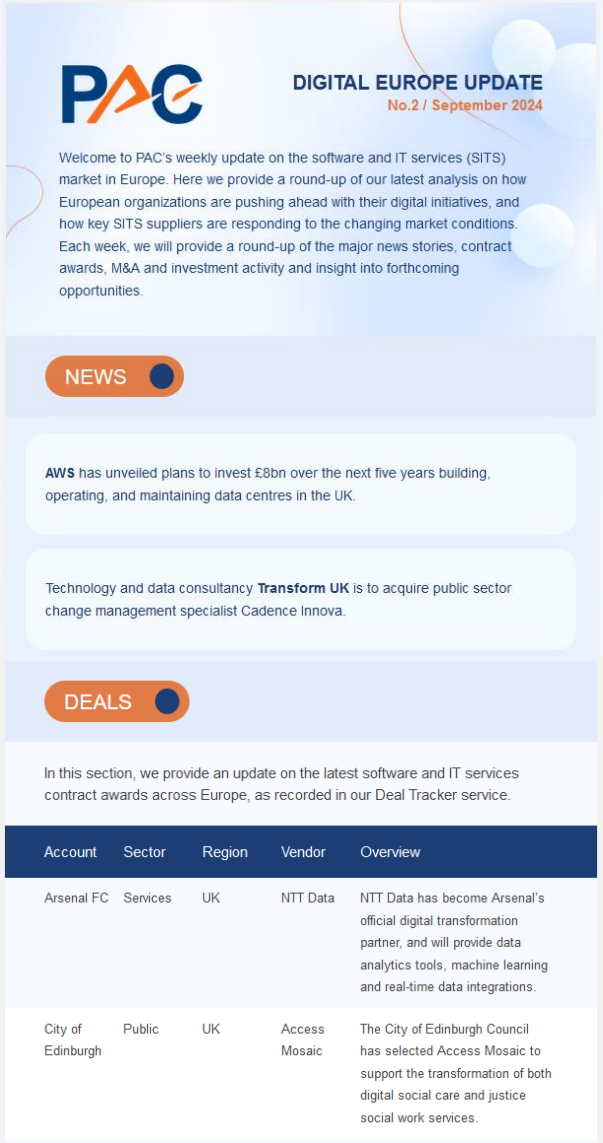

PAC

DIGITAL EUROPE UPDATE

No.2 / September 2024

Welcome to PAC's weekly update on the software and IT services (SITS) market in Europe. Here we provide a round-up of our latest analysis on how European organizations are pushing ahead with their digital initiatives, and how key SITS suppliers are responding to the changing market conditions. Each week, we will provide a round-up of the major news stories, contract awards, M&A and investment activity and insight into forthcoming opportunities.

NEWS

**AWS** has unveiled plans to invest £8bn over the next five years building, operating, and maintaining data centres in the UK.

Technology and data consultancy **Transform UK** is to acquire public sector change management specialist Cadence Innova.

DEALS

In this section, we provide an update on the latest software and IT services contract awards across Europe, as recorded in our Deal Tracker service.

| Account | Sector | Region | Vendor | Overview |
|---|---|---|---|---|
| Arsenal FC | Services | UK | NTT Data | NTT Data has become Arsenal's official digital transformation partner, and will provide data analytics tools, machine learning and real-time data integrations. |
| City of Edinburgh | Public | UK | Access Mosaic | The City of Edinburgh Council has selected Access Mosaic to support the transformation of both digital social care and justice social work services. |

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# For any questions feel free to contact us.


**PAC France**

Info-France@pacanalyst.com

**PAC Germany**

Info-Germany@pacanalyst.com

**PAC United Kingdom**

Info-UK@pacanalyst.com

**PAC Romania**

Info-Romania@pacanalyst.com