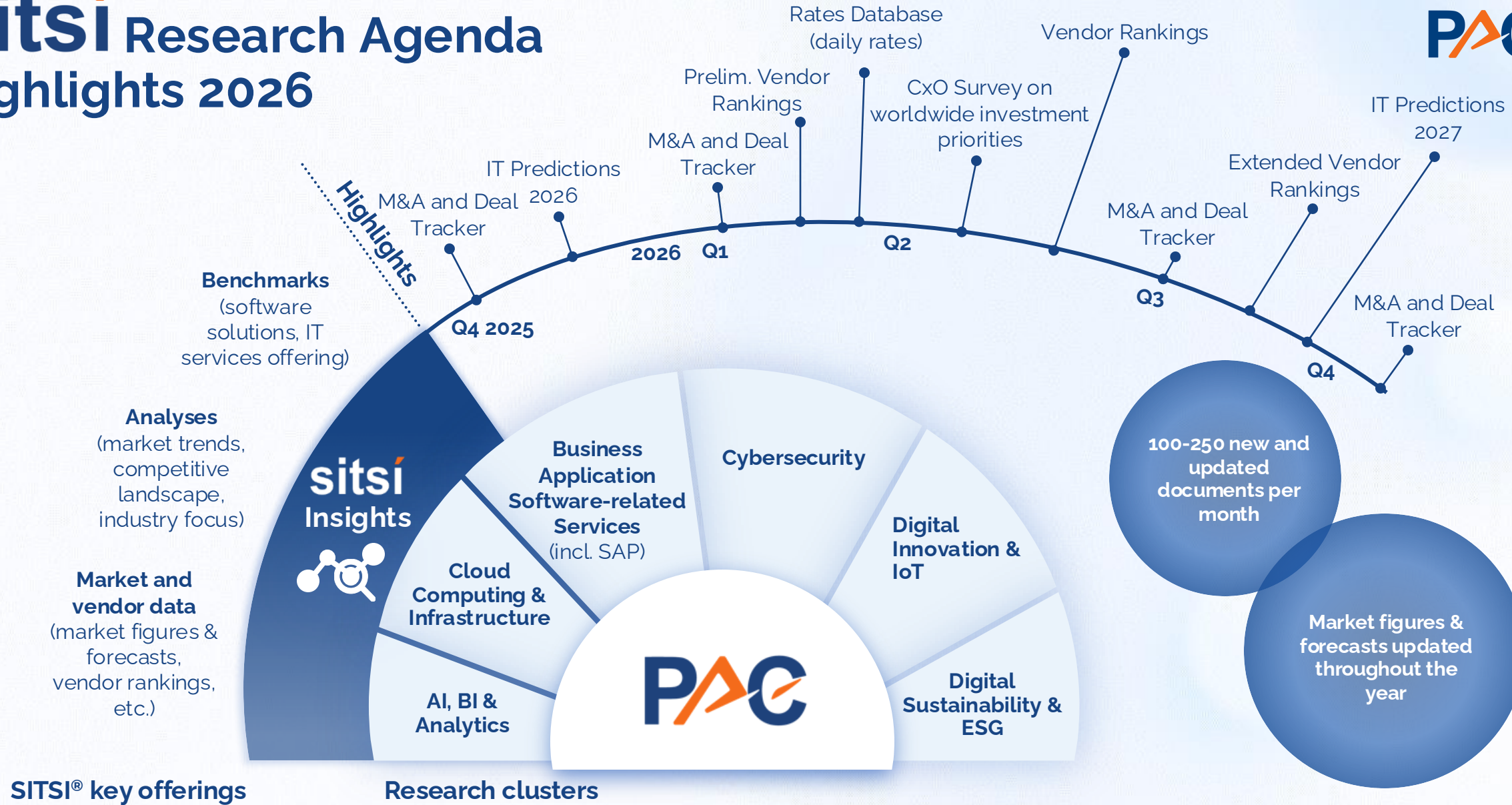




# PAC Research Agenda 2026

SITSI<sup>®</sup>, PAC RADAR, CxO Surveys

# sitsi Research Agenda Highlights 2026



# PAC RADAR Agenda

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



RADAR published and available on <https://www.pac-radar.com/>

2026

- Q1**
  - SAP-related Services**
    - 
    - Joachim
 Sidney
 Dominique
  - AI-related Services**
    - 
    - Karsten
 Spencer
 Valérie
- Q2**
  - Testing / Quality engineering**
    - 
    - Dominique
 Tom
  - Azure-related Services**
    - 
    - Eric B.
  - Q3**
    - Open Digital Platforms and related Services**
      - 
      - Arnold

2027

- Q1**
  - AI-related Services**
    - 
    - Karsten
 Spencer
 Valérie

## 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.

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

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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Business Applications	IT, OT & Engineering Services
Digital Transformation	Media
Cybersecurity	Digital Customer Engagement

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1.5 hours  
webinar

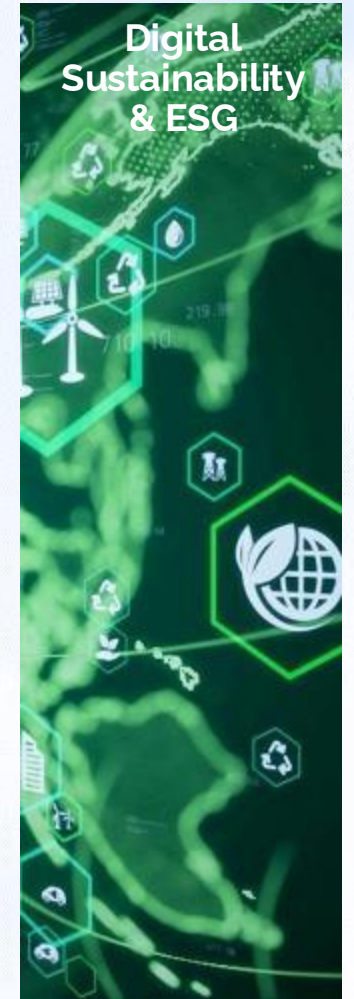
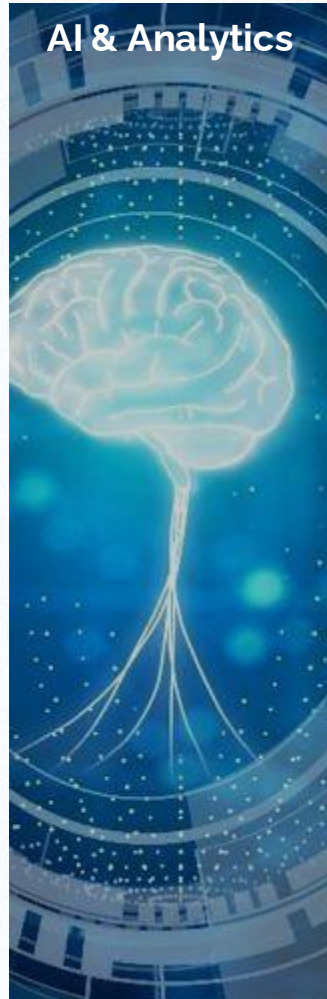


2 hours  
workshop



1 hour in person  
presentation at an  
event

# Research Agenda 2026 by Cluster Topics



# 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
- ...

# 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
- ...

# Business Applications-related Services

## PAC Research Topics 2026



Joachim



Sidney



Dominique

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



# 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
- ...

# IoT and OT & Engineering Services

## PAC Research Topics 2026



Arnold

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



# Digital Customer Engagement

## PAC Research Topics 2026



Spencer

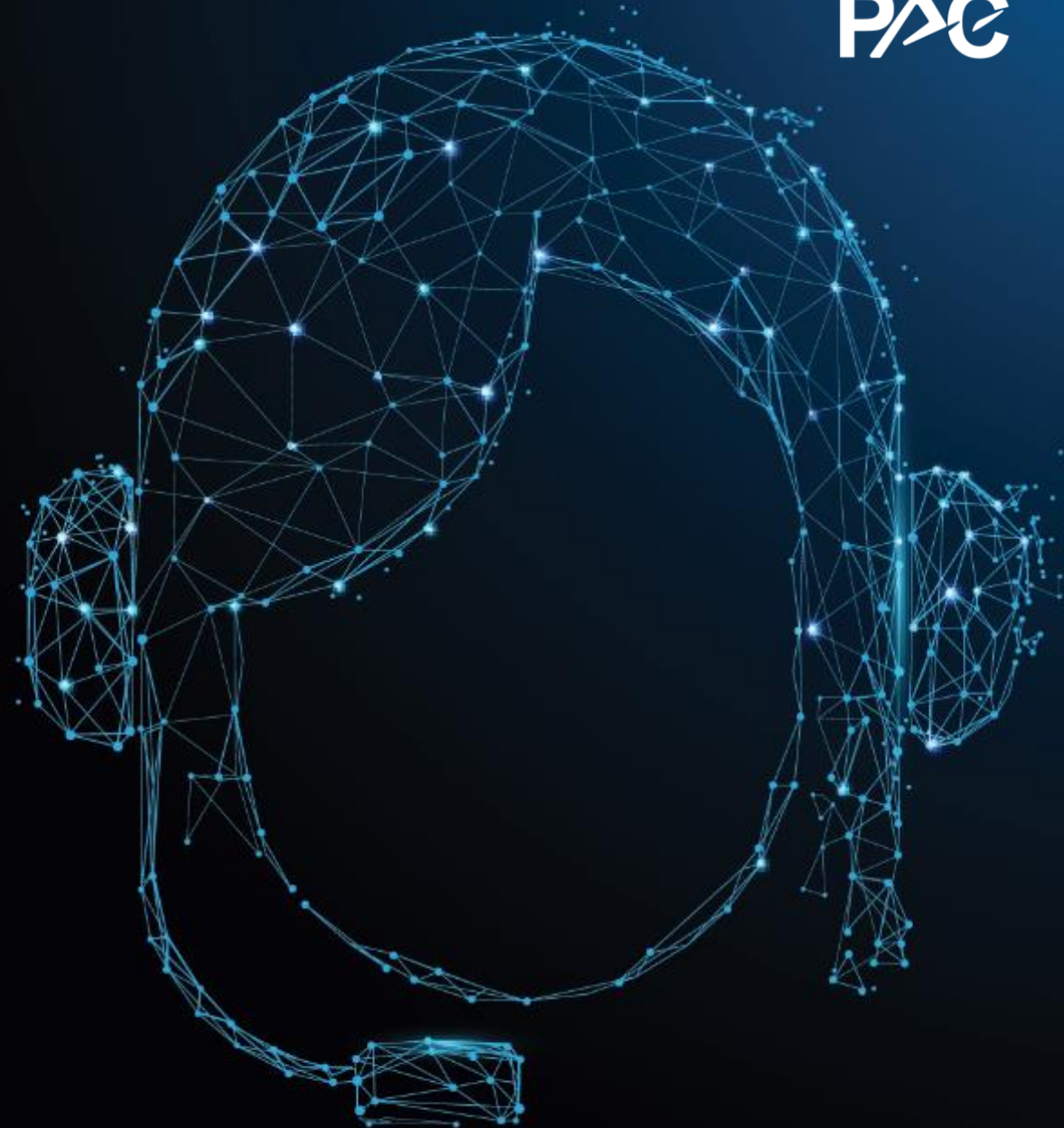


Jennifer



Dan

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



# Digital Sustainability & ESG

## PAC Research Topics 2026



Aida



Nick



Karsten

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



# 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  
contact-us**

**PAC France**

[Info-France@pacanalyst.com](mailto:Info-France@pacanalyst.com)

**PAC Germany**

[Info-Germany@pacanalyst.com](mailto:Info-Germany@pacanalyst.com)

**PAC United-Kingdom**

[Info-UK@pacanalyst.com](mailto:Info-UK@pacanalyst.com)

**PAC Romania**

[Info-Romania@pacanalyst.com](mailto:Info-Romania@pacanalyst.com)