Organizer

香港資訊科技商會
HKITF

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Funded by Dedicated Fund on Branding, Upgrading and Domestic Sales (Organisation Support Programme)

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"HK Digital Interactive IT Solution Directory" Programme - HK IT Industry Survey 2013

ITSOLUTION Directory
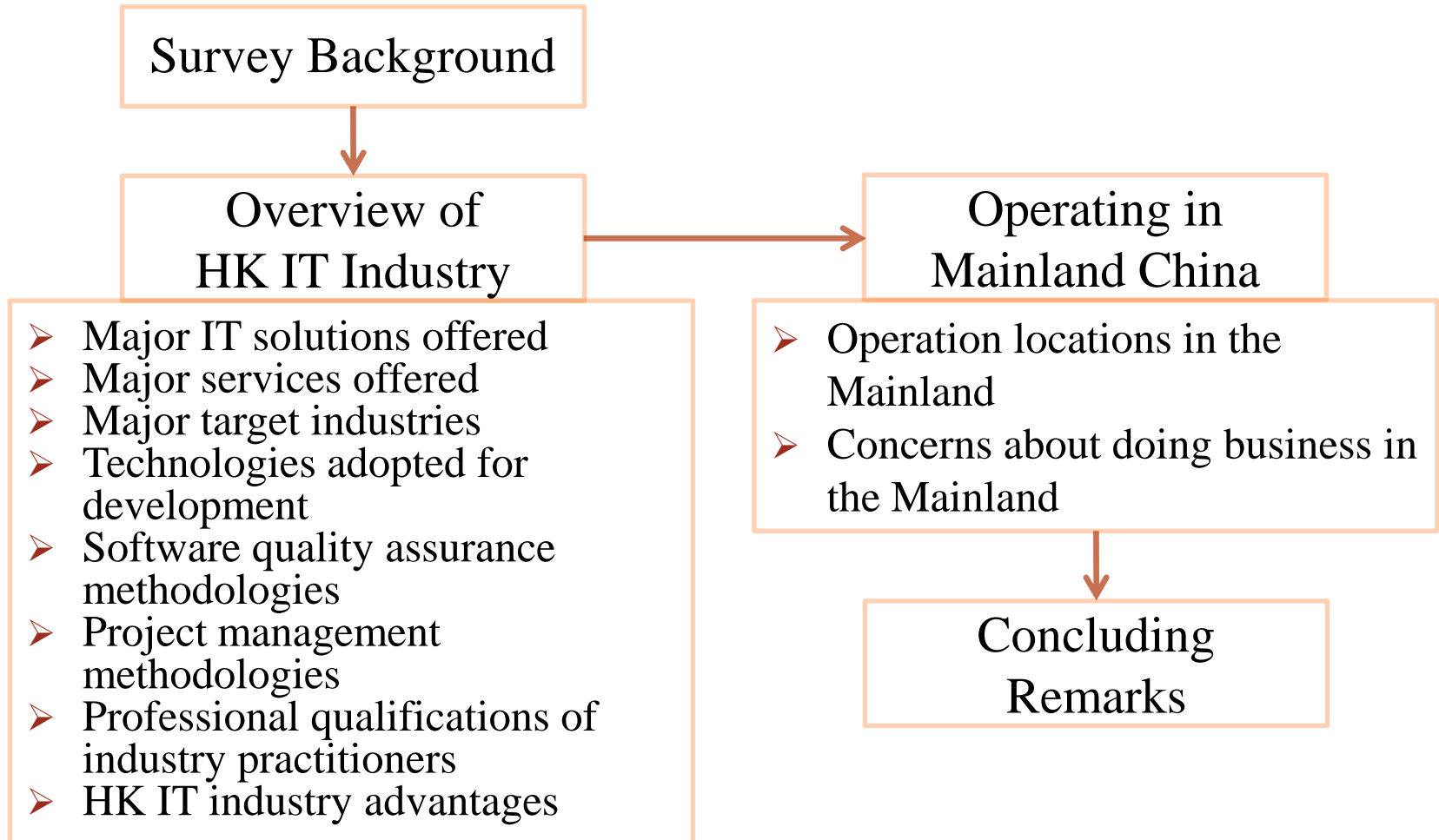HK Digital Interactive IT Solution Directory
香 港 資 訊 科 技 方 案 互 動 名 冊

31 October 2013
Report of 1st Survey
(Updated Version)

Executive Summary

- The Survey aims to understand current status of HK IT industry

- 183 companies participated in this Survey

- Mobile App and e-Commerce/ m-Commerce are the solutions most frequently offered by respondents

- CMM and PMI methodologies are adopted by respondents for software quality assurance and project management respectively

- Quality solutions, good after-sales support, abundant project experiences, reliability and respecting IP are competitive advantages frequently highlighted by respondents

- Difficulty in managing local employees, lacking of resources and experiences in mainland marketing, and difficulty in finding reliable local partners are major concerns among respondents when doing business in mainland China

Report Structure

Survey Background

↓

Overview of HK IT Industry

→

Operating in Mainland China

- Major IT solutions offered
- Major services offered
- Major target industries
- Technologies adopted for development
- Software quality assurance methodologies
- Project management methodologies
- Professional qualifications of industry practitioners
- HK IT industry advantages

- Operation locations in the Mainland
- Concerns about doing business in the Mainland

↓

Concluding Remarks

Survey Background

Survey Background (1)

- HK IT industry is energetic and dynamic, offering various solutions and services with good quality

- This Survey aims to understand current status of HK IT industry, and the situation of Industry's operation in the Mainland

- The findings facilitate mainland IT users and practitioners' understanding of HK IT industry, fostering idea exchange and future business cooperation

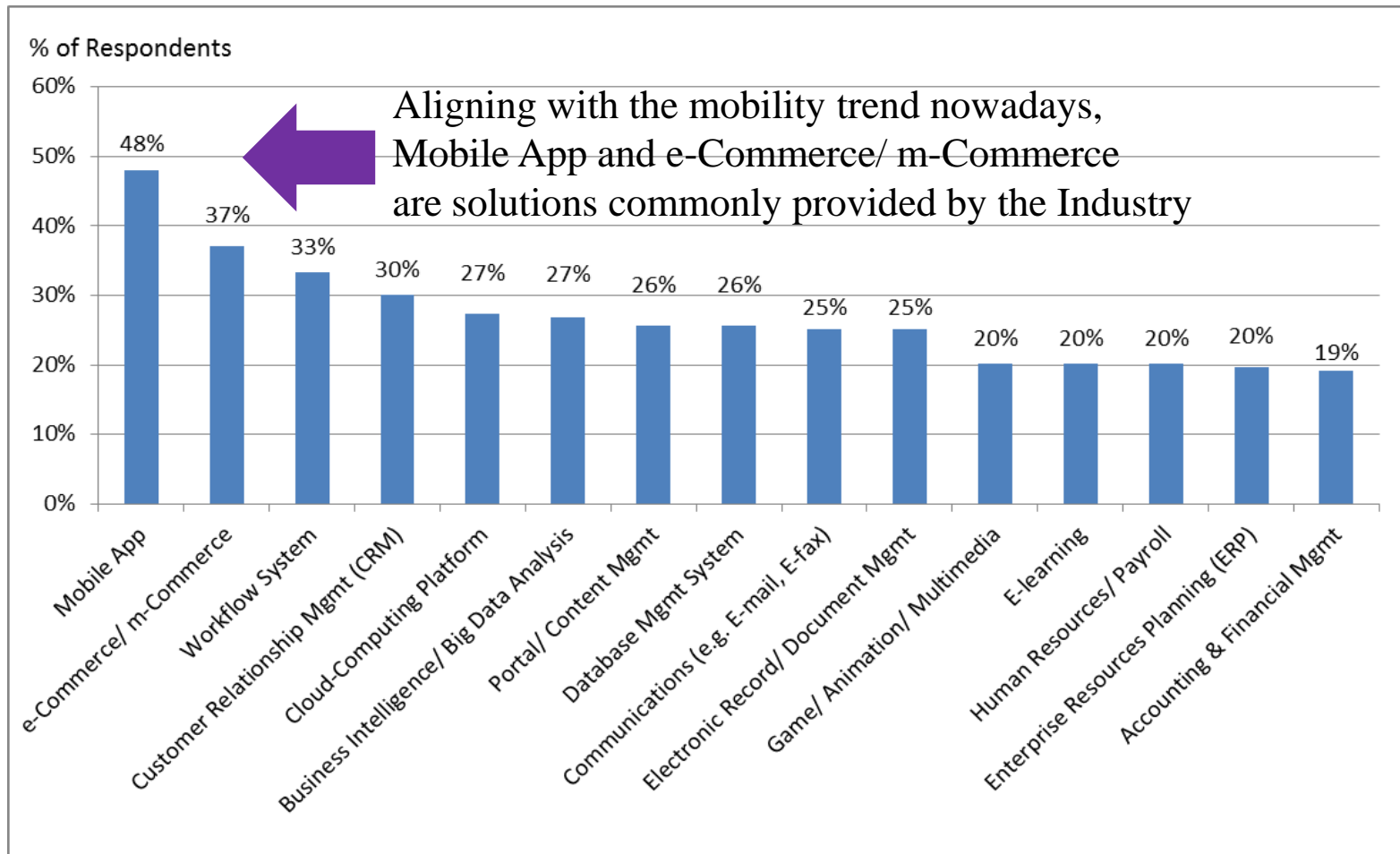Photo source:
Hong Kong Tourism Board

Survey Background (2)

- The Survey was conducted in 2nd half of 2013
- 183 companies participated in this Survey
- The Survey covered the following aspects:
  - Major IT solutions and services offered
  - Major target industries
  - Technologies adopted for development, and methodologies adopted for software quality assurance and project management
  - HK IT industry practitioners' professional qualifications and competitive advantages
  - Operation locations in the Mainland
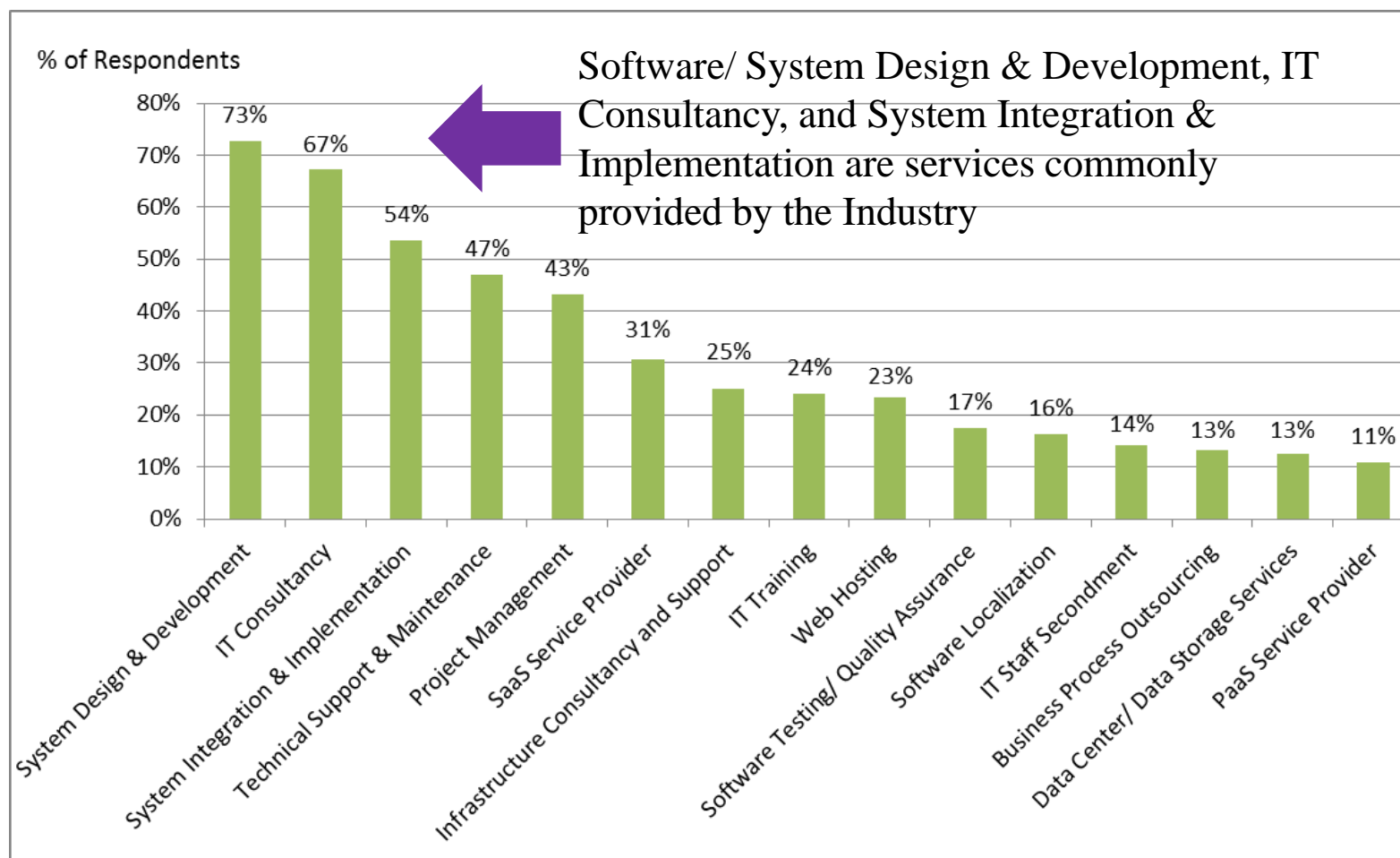 - Concerns about doing business in the Mainland

Overview of
HK IT Industry

Major IT Solutions Offered

% of Respondents

Aligning with the mobility trend nowadays, Mobile App and e-Commerce/ m-Commerce are solutions commonly provided by the Industry

- Mobile App: 48%
- e-Commerce/ m-Commerce: 37%
- Workflow System: 33%
- Customer Relationship Mgmt (CRM): 30%
- Cloud-Computing Platform: 27%
- Business Intelligence/ Big Data Analysis: 27%
- Portal/ Content Mgmt: 26%
- Database Mgmt System: 26%
- Communications (e.g. E-mail, E-fax): 25%
- Electronic Record/ Document Mgmt: 25%
- Game/ Animation/ Multimedia: 20%
- E-learning: 20%
- Human Resources/ Payroll: 20%
- Enterprise Resources Planning (ERP): 20%
- Accounting & Financial Mgmt: 19%

HK IT industry also provides various types of solutions such as Cloud-Computing Platform, Big Data Analysis Solution, and Embedded Software
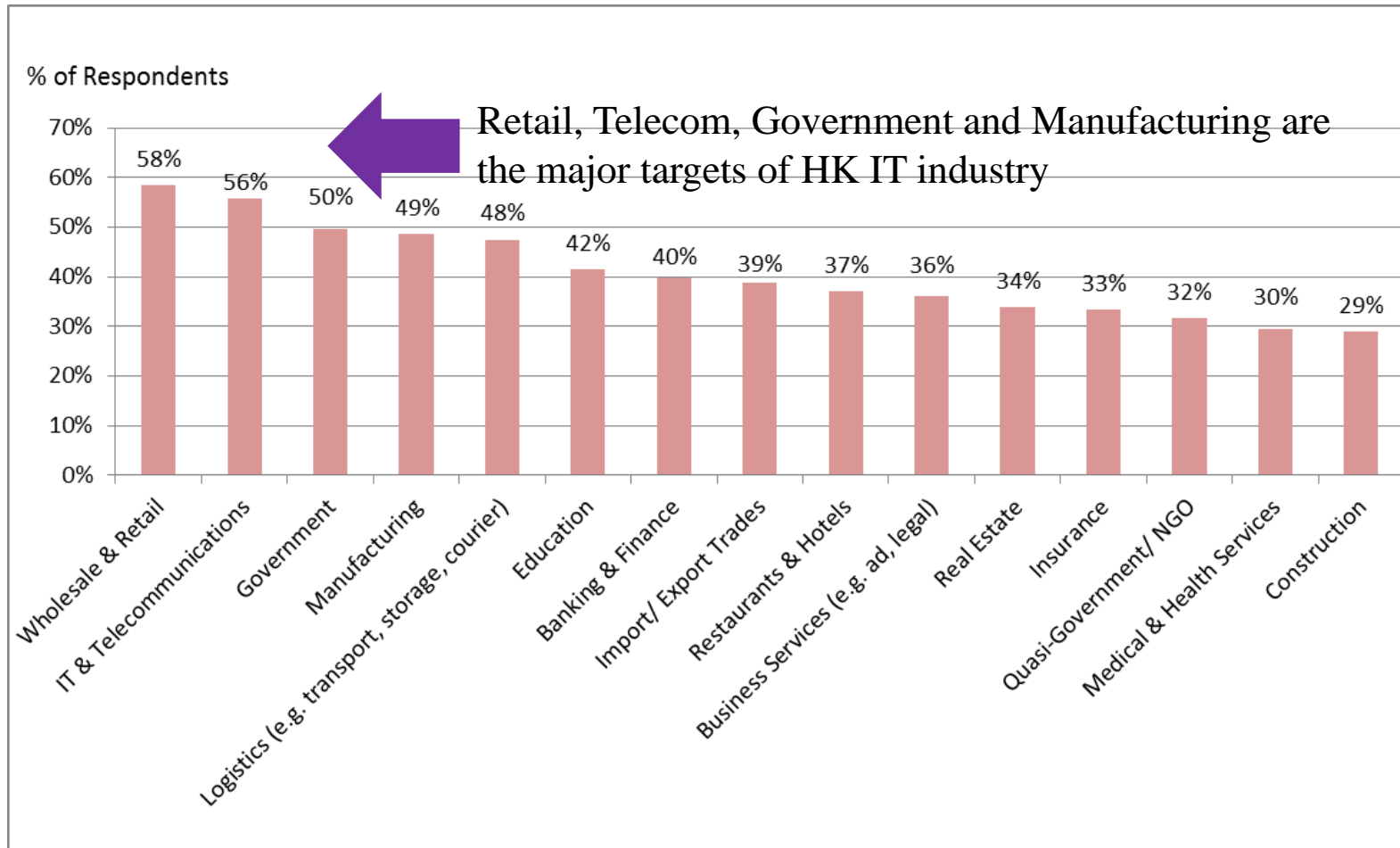
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Major IT Professional Services Offered

% of Respondents

Software/ System Design & Development, IT Consultancy, and System Integration & Implementation are services commonly provided by the Industry

Bar chart values:
- System Design & Development: 73%
- IT Consultancy: 67%
- System Integration & Implementation: 54%
- Technical Support & Maintenance: 47%
- Project Management: 43%
- SaaS Service Provider: 31%
- Infrastructure Consultancy and Support: 25%
- IT Training: 24%
- Web Hosting: 23%
- Software Testing/ Quality Assurance: 17%
- Software Localization: 16%
- IT Staff Secondment: 14%
- Business Process Outsourcing: 13%
- Data Center/ Data Storage Services: 13%
- PaaS Service Provider: 11%

HK IT industry also provides a wide range of value-added services such as Project Management, IT Training, Software Testing/ Quality Assurance, and Data Center/ Data Storage Services

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Major Target Industries

% of Respondents

Retail, Telecom, Government and Manufacturing are the major targets of HK IT industry

Industry	%
Wholesale & Retail	58%
IT & Telecommunications	56%
Government	50%
Manufacturing	49%
Logistics (e.g. transport, storage, courier)	48%
Education	42%
Banking & Finance	40%
Import/ Export Trades	39%
Restaurants & Hotels	37%
Business Services (e.g. ad, legal)	36%
Real Estate	34%
Insurance	33%
Quasi-Government/ NGO	32%
Medical & Health Services	30%
Construction	29%

HK IT industry also provides solutions and services to industries of Education, Banking & Finance, Real Estate, Insurance, Medical & Health Services, among others

Technologies Adopted for Development

- To better suit the client's need, responding companies adopted various technologies for their development:

For application development

- ASP/ ASP.Net/ JSP/ PHP
- HTML/ JavaScript/ VBScript/ Perl
- HTML 5
- Java/ Servlet/ J2EE/ Enterprise Java Beans
- C/ C++/ Visual C++
- Visual Basic
- Visual Studio .Net

For DB and platform development work

- SQL
- MySQL
- Websphere Studio
- PowerBuilder

For other development purpose

- Xcode
- Flash
- Embedded Java
- CGI
- BASIC
- Assembly

*The above list order are based on the number of respondent choosing that option

Software Quality Assurance (SQA) Methodologies

- Major SQA methodologies adopted by the responding companies include:

  - Capability Maturity Model – CMM (59%)
  - ISO Methodology (52%)
  - HKSQA Model (14%)

- Other responding companies using own QA methods, or performing SQA tasks based on specific requirements of their clients

Project Management Methodologies

- Major project management methodologies adopted by the responding companies include:

  ➢ PMI Methodology (58%)

  ➢ PRINCE/ PRINCE 2 (38%)

  ➢ ISO Methodology (33%)

Photo source: The Hong Kong Association of International Co-operation of Small and Medium Enterprises (iSME) & Hong Kong Productivity Council (HKPC)

Industry Practitioners' Qualifications

- The Survey revealed that HK IT practitioners obtained various qualifications:

Technical development-related

- Microsoft Certified Professional (MCP)
- Microsoft Certified Database Administrator (MCDBA)
- Microsoft Certified Solution Developer (MCSD)
- Oracle Certified Database Administrator
- Sun Certified Programmer for Java (SCJP)
- IBM Certified Solutions Expert

Network technology-related

- Microsoft Certified Systems Engineer (MCSE)
- CCNA
- Microsoft Certified Systems Administrator (MCSA)
- CISSP
- CCNP

Others

- Project Management Professional (PMP)
- CPIT (by HKITPC)
- SAP Certified Consultant
- PeopleSoft Certified Expert

*The above list order are based on the number of respondent choosing that option

HK IT Industry's Competitive Advantages

- Survey respondents stated that HK IT industry has the following **competitive advantages** comparing with their mainland counterparts:

  ➢ **Quality IT solutions**

  ➢ **Abundant domain knowledge**

  ➢ **Good requirement gathering skills**

  ➢ **Good after-sales support services**

  ➢ **Abundant project experiences**

  ➢ **Reliable**

  ➢ **Respectful of intellectual property (IP)/ confidentiality**

  ➢ **Good project management skill**

Operating in Mainland China

Operation Locations in the Mainland

- HK IT industry has set up branch offices at different parts of mainland China for effective business development and customer support. Branches are located in Guangdong Providence and other areas including:

➢ Beijing	➢ Nanjing
➢ Dalian	➢ Ningbo
➢ Guangzhou	➢ Shanghai
➢ Hangzhou	➢ Shenzhen

Photo source: The Hong Kong Association of International Co-operation of Small and Medium Enterprises (iSME) & Hong Kong Productivity Council (HKPC)

Concerns about Doing Business in the Mainland

- Some respondents suggested to consider the following factors when doing business in the Mainland:

    - Difficult in managing local employees and their high turnover
    - lacking of resources and experiences in mainland marketing
    - Lack of industry/ government support from HK
    - Difficulty in finding reliable local partners
    - Lacking of mainland market information
    - Lacking of experienced IT staff
    - Keen competition on similar software products
    - Time/ Cost incurred for travelling

Concluding Remarks

Concluding Remarks (1)

- The Survey aims to understand current status of HK IT industry, facilitating practitioners' understanding of the Industry's development

- The Survey reveals HK IT industry's major competitive advantages, facilitating the Industry to formulate the promotion strategy for IT users in the Mainland and other countries

- With a wide range of reliable IT solutions and services, together with the well-established IT infrastructure, HK IT industry is capable of and ready for serving mainland IT users

Concluding Remarks (2)

- The Survey also reveals that the Industry has faced certain challenges when entering the mainland market

- In view of this situation, Hong Kong Information Technology Federation (HKITF) has applied a government funding, so as to support the Industry in exploring the mainland market

- Specifically, by developing an interactive IT solution directory, HKITF provides an effective promotion channel in the Mainland for the HK IT industry

- And through the mainland activities such as promotion seminars and exhibitions organized in the project period, HK IT industry can get closer and understand more about the IT users, industry practitioners and potential partners in the Mainland

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End of Report

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ITSOLUTION Directory
HK Digital Interactive IT Solution Directory
香港資訊科技方案互動名冊

www.itsolution.org.hk
Officially Open in December 2013!