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“The Dutch ICT Services Industry 2010”

By ActuallyPrettyGood.

AME Research
Specialist in financieel onderzoek naar ICT ondernemingen

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The Dutch ICT Services industry 2010

An English introduction to the Dutch market.

Door [Adriaan Meij](#) [Tweet](#)

6 Feb 2010 - This report provides insight into the Dutch ICT Services marketplace.

This **factual** report is a **compact** introduction to the Dutch ICT Services industry written for foreign visitors **of** the WCIT2010 **in** May in Amsterdam. This is the annual World Conference on Information Technology **who** attracts over 2,500 foreign ICT business leaders and officials to Amsterdam **who will** network with Dutch ICT business leaders. See for more information www.wcit2010.com

The 4,000 word report provides:

- financial overview of the Dutch ICT Services market
- the revenues of the nine market leaders and 20 followers
- revenues by market sector and business lines
- their profitability and returns
- revenue and salary per employee
- challenges and perspectives ahead and entry barriers to the Dutch marketplace.
- The information is based on official authorized annual reports and free from commercial interests
- Users may ask AME Research for further segment details and industry connections.
- We believe WCIT2010 in Amsterdam to be an important step for the next decade to unfold the Dutch and global information economy. That is why we add our facts, arguments and vision to the ongoing challenge to improve the world in which we live.

Adriaan Meij
Publisher

Poor wording but not irrefutably incorrect:

Incorrect:

A colon, or at least a comma, here.

Probably you should write "An introduction to the Dutch market. In English." The word "English", by itself and without qualification, functions as an adjectival reference to the culture rather than as a noun referring to the language. Using the preposition "In" removes this ambiguity. Even though this is not incorrect and its meaning can be determined, it is ambiguous and thus somewhat disconcerting.

Capitalize "Feb" for "February". This style is seen but it is poor.

Maybe "detailed" and, definitely, "concise".

"...visitors to WCIT2010..."

Maybe write "...held during May..." instead. Really this whole sentence needs to be rewritten.

Just write "This annual World..."

"... Technology that attracts over 2,500..."

In English, commas are used as a thousands separator: "2,500".

Try "...to Amsterdam where they will network with ...".

The expected phrase here would be something similar to "For more information, see ...".

This should be "The 4,000 word report..."

This should start with an 'A': "A financial overview..."

An incorrect extra space has been inserted here.

Generally the term "wage costs", or "wage-costs", is used for both hourly and salaried employees.

"per employee."

Try: "the challenges in, the outlook for and the entry barriers to the ...".

These should not have bullet points: they are not part of the list of what the 4,000 word report provides.

"... official, authorized..." and "... and is free from any commercial interest".

Better would be "Users can request from AME Research both details of further market segments as well as information on industry connections."

"We believe the WCIT2010..."

I am not sure what is meant here. One option could be "...for the next decade as the Dutch and the global information economies unfold."

"Add" is the wrong word and, if it was the correct word, then "are adding" should have been written. Maybe "For this reason we are making available our accumulated data, insights and vision ...".

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poor wording, grammar correct
incorrect

Titel: The Dutch ICT Services industry 2010

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Beschikbaar als:  Adobe PDF document (218 Kb)

Aantal pagina's: 13

Uitgegeven: 6 februari 2010

Onderzoekskosten: Prijs excl. BTW: € 1.199,00
6% BTW (laag): € 71,94
Verzendkosten: € 0,00

Totaal: € 1.270,94 incl. BTW

- Either "AME Research: point of view" or "AME Research's point of view".
- Maybe write "Overview of the market and of the market leaders" instead.

- Maybe "Profitability and Return on Investment".
- Maybe write "Revenue by market segment" instead, if that is what you mean.
- "...beyond".
- Generally the term "wage costs", or "wage-costs", is used for both hourly and salaried employees.
- "Profile: AME Research" or "The profile of AME Research".

- Both "Revenue by market sector" and "...market segment" are better.
- I am unsure of what you are trying to say here. Maybe: "Proportional revenue for each major competitor operating in the public sector."
- Try "Revenue by line of business" or, better "Revenue by business category".
- I presume that Centric is a company; if so, then maybe "Centric: Revenue breakdown, 2005-2008".

- It is completely unclear what "...Value Line 7 market leaders..." means.
- Instead, write: "Market leaders: return on total assets, 2005-2008" or "Market leaders, return on total assets: 2005-2008". The universally understood acronym "ROI" (Return on Investment) would be good to use here.
- Instead, write: "Market leaders: operating margins, 2005-2008".
- Instead, write: "Market leaders: revenue per employee, 2005-2008".
- Again, generally the term "wage costs" is used.

- Probably, these headings should have been translated.

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