

Technology-Enabled Services Report



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TECHNOLOGY-ENABLED SERVICES REPORT

Industry Update

Over several decades, the Services franchise of Robert W. Baird & Co. has demonstrated sector expertise and thought leadership while successfully evolving with each wave of Services trends. The Technology-Enabled Services Report, created by Baird's Investment Banking Department, highlights our extensive coverage of technology-enabled business models, which have become increasingly prominent within our Services franchise. The report illustrates the prevalence of technology adoption and integration into the operations, products, and services of businesses of all types, resulting in new and evolving business models throughout the Services sector.

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