

European Analytic Applications

AN IDC CONTINUOUS INTELLIGENCE SERVICE

European companies are increasingly faced with demands for intelligence. Externally, financial markets, customers, partners, and government authorities require information and compliance; internally, decision makers at all levels demand more and more sophisticated intelligence to help strategic as well as operational decision making. These requirements are what make the markets for analytic applications some of the most attractive software markets. Markets are continuously evolving around key parameters such as scalability, usability, and the ability to integrate and customize. New growth opportunities lie in areas such as technology leadership and specialization. Vertical as well as regional specialization combined with increased focus on and success in delivering broad multifunctional platform solutions represents just one of many challenges facing vendors of analytic applications. IDC's *European Analytic Applications* service will help clients reach the detailed level of market understanding necessary to compete successfully in the European analytic applications market.

Markets Covered

This service covers the following segments of the European analytic applications market:

- BPM and financial analytic applications
- CRM analytic applications
- SCM and operational analytic applications

Subjects Analyzed

Throughout the year, this service will address the following topics:

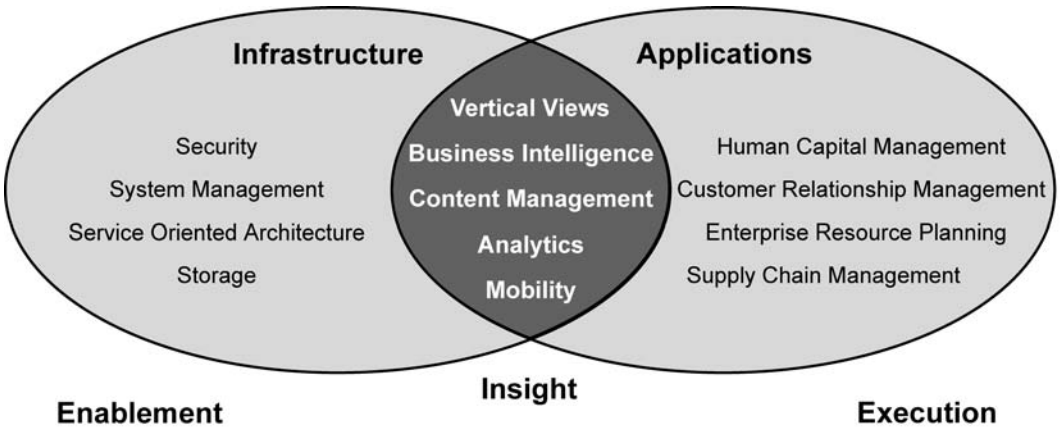
- Market evolution of analytic applications in Europe
- End-user solution spending expectations
- Market opportunity and growth trends
- Solution best practice in European organizations
- Country-specific dynamics by solution area
- Competitive environment and recommendations for vendors

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. Which market segments and countries represent significant growth opportunities over the next five years?
2. Which industries and company size bands are the critical focal points for vendors in the coming year?
3. Which are the strongest vendors in this market?
4. How should vendors position themselves to attack the market opportunities?
5. What do end-user organizations need to keep in mind when deploying analytic applications?

European Software Research



Source: IDC

Competitive Analysis

IDC's *European Analytic Applications* service examines how ISVs are positioning themselves to compete in the software market. This service reviews strategies, market positioning, and future direction of several providers in the analytic applications markets, including:

ALG Software, Algorthmics, BasWare, Business Objects, Cartesis, CODA, Cognos, Exact, Fair Isaac, Geac, Hyperion, i2 Technologies, IBM, Microsoft, Misys, NCR Teradata, Oracle, OutlookSoft, SAP, SAS, SPSS, SSA Global Technologies, Systems Union, Unit4 Agresso, and WebTrends.

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the market. Potential studies include:

Market Analysis and Competitive Analysis Studies
These studies provide detailed analysis of the European business analytics market. Revenue and market share data is included for the leading vendors in each segment, and five-year forecasts by segment and country are provided. Market trends are discussed and guidance is offered on appropriate strategies.

- Western European Analytic Applications, 2007–2011 Forecast
- Western European BPM and Financial Analytic Applications Competitive Analysis, 2007
- Western European CRM Analytic Applications Competitive Analysis, 2007

Customer Needs and Strategies
Detailed results and analysis of end-user survey data.

Case Studies
These studies include an analysis of how companies are addressing their business analytics challenges. Focus is on the demands that companies face, the solutions being implemented, the benefits achieved, and the lessons learned.

Industry Developments and Models
Potential topics include operational BI, EII, and regulatory compliance.

A Complete Intelligence Solution

IDC offers a complete market intelligence solution customized to meet your business requirements. The array of products and services available to you includes:

- The opportunity to have your specific questions answered through personal interaction with industry experts who cover the topics and markets in your service
- Around-the-clock access to our market intelligence on idc.com, IDC's personalized Web experience
- A view of the market's future with 12 months of continuous intelligence about its direction and the reasons behind it, along with actionable advice for taking advantage of existing and emerging opportunities
- Complimentary/special admission price to IDC's annual Directions conference, where you'll hear our latest forecasts and network with IDC analysts and other industry professionals
- Complimentary invitations to monthly executive telebriefings, interactive forums designed to provide you with insights about research and strategies directly from IDC analysts

To find out how our flexible packaging options can meet your specific business needs, please contact your IDC account manager.

IDC's Investment Philosophy

As a privately held company, IDC believes that our customers are our primary constituency. A large percentage of every revenue dollar is reinvested back into our products, including more analysts, more geographic coverage, and extensive primary research.

Our steady growth over the past 10 years reflects our commitment to investing in our customers.

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