

Business Process Integration and Deployment Software with Vertical Views

AN IDC SPECIAL INTELLIGENCE SERVICE

The process of building, integrating, and deploying applications in-house, along with bringing together multiple packaged applications (in-house or at customer and supplier sites), is becoming increasingly heterogeneous. As a result, IT vendors offer various technologies to address these tasks, mainly for business process automation (BPA). IDC's *Business Process Integration and Deployment Software with Vertical Views* service encompasses all the research provided by IDC's *Business Process Integration and Deployment Software* service, in addition to delivering in-depth forecast and analysis of end-user spending trends and priorities for application deployment software within 17 industries and the expected rate of adoption of new and existing technologies by industry and company size. Subscribers to this service receive direct access to IDC's top industry experts, who can supply competitive analysis and positioning advice, identify strategic partnering opportunities, assist with speaking to the investment community, provide press quotes, and more. The following is a comprehensive overview of the industry-specific research elements addressed by the vertical views portion of the service.

Markets and Industries Covered

- Application deployment software (application, Web, integration servers, heritage middleware, and all associated adapters/connectors/gateways)
- Customer spending trends and priorities based on four company size segments and 17 industries: banking, insurance, securities and investment services, discrete manufacturing, process manufacturing, retail, wholesale, government, healthcare providers, education, professional services, consumer and recreational services, communications and media, transportation, utilities, construction, and resources

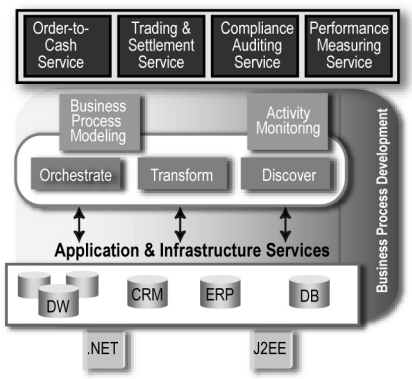
Subjects Analyzed

- Market opportunity for application deployment software by industry and company size
- Market share of leading application deployment software vendors by industry
- Application deployment software investment priorities by industry and company size
- Specific industry trends and events related to this market

Key Questions Answered

1. What are the market size and five-year forecast for application deployment software by industry and company size?
2. How do the opportunities vary by industry segment, and which industries will present the best opportunities for vendors?
3. What are the key requirements to gaining share in the application deployment software market, and how do they vary by industry and company size?
4. What are the key pain points, spending priorities, and technology needs in various industry sectors?

Business Process Management: The Cap on the Deployment Stack



Source: IDC

Service Benefits

IDC's *Business Process Integration and Deployment Software with Vertical Views* service keeps product, marketing, and strategic planning professionals informed on the market leaders and key market opportunities within the business process integration and deployment software markets. The service arms vendors with a measurement of the IT dollar opportunities within this space, as well as market segmentation and predictions that act as a guiding system for initiating rational, optimal sales and marketing decisions and strategies. IDC's insights lead to credible, unique, viable, and defensible market positioning and support the identification and prioritization of market efforts as well as successful entry, strategies, and tactics.

Research Agenda

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

Industry Outlook 2007
This study presents IDC's viewpoint on 17 industries for 2007. Additionally, it discusses industry events from 2006, as well as key predictions for 2007 and their impact on spending and IT priorities for 2007.

Worldwide and Americas Application Deployment Software Forecasts and Analyses by Industry and Company Size
This research segments, assesses, and forecasts the application deployment software market by industry and company size.

End-User Survey Analysis by Industry and Company Size
This document analyzes the results obtained from surveys of 1,000 end users in the United States. The study homes in on key survey findings as they relate to variations in responses by industry and company size. The annual survey details the industry forces driving the adoption of application deployment software, budgets, and the use of and demand for application deployment software solutions. Analysis and resulting recommendations are made based on survey results.

Application Deployment Software Competitive Vendor Revenue by Industry
This document provides vendor revenue by industry for firms providing application deployment software.

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
- Special client discount pricing on purchases of research from other services
- Complimentary admission 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 sales executive.

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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