

Asia/Pacific Semiannual Business Intelligence Software Tracker

IDC expects business intelligence (BI) software to enjoy very healthy growth on the back of strong deployment of enterprise applications in the region over the years. Vendors should capitalize on cementing a sustainable partnership ecosystem with application players so that cross-selling strategies can be effectively carried out. For greenfield segments like the SMB, BI vendors must gain the confidence of these customers by scaling down complexity and delivering simple and practical solutions before they can further penetrate this segment. IDC's *Asia/Pacific Business Intelligence Software Tracker* regularly provides insight into current trends and new market opportunities. It also tracks vendors' revenue performances and highlights their successful competitive strategies.

Markets Covered

This product covers the following segments of the *Business Intelligence Software* market:

- End-user query, reporting and analysis
- Advanced analytic
- Financial performance and strategy management (FPSM)

Segments Analyzed

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

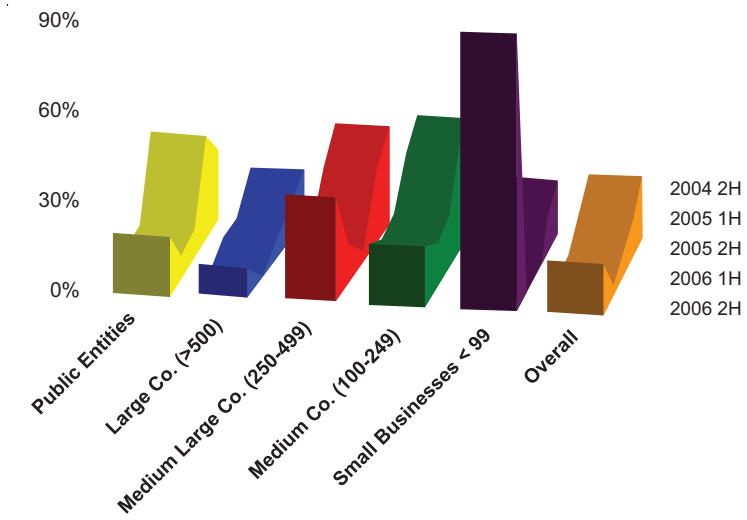
- Key market drivers
- Market trends by industry and company size
- Vendor market share
- Vendor performance highlights
- New market opportunities

Key Questions Answered

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

1. What are the market opportunities?
2. What are the major drivers influencing the market growth?
3. How are your competitors faring in the market and what are their critical success factors?
4. Which verticals and customer segments are spending the most in business intelligence software?
5. Which BI functional areas are expected to be in demand within the next 12 months?

Asia/Pacific* SMB Strong Growth in BI/FPSM Market



Source: IDC, 2007

*Representing countries covered in the tracker.

Competitive Analysis

IDC's *Asia/Pacific Semiannual Business Intelligence Software Tracker* identifies the software market opportunities in major Asia/Pacific countries. In addition to sizing the markets, this tracker offers regular updates on vendors' market shares, as well as discusses leading vendors' winning strategies and market penetration. Detailed data is provided at the software functional level, enabling users to be more effective in planning resources and formulating strategies. Vendors covered include:

Actuate Corp., Arcplan, Business Objects, Cincom Systems Inc., CODA, Cognos Inc., ComOps, ecMiner, Enovation, Fenet Royalstone, FOR-CS, Hummingbird Ltd., IBM, Infor, Information Builders Inc., Insightful, Lawson Software, M2Soft, Microsoft Corp., MicroStrategy, New & Grand, Oracle Corp., Samsung SDS, SAP AG, SAS Institute, SPSS, Sybase Inc., Visual Numerics Inc., WISE iTech, and others.

Timely Delivery and Support

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

Information provided include:

- Country trends
- Vendor revenue share
- Industry trends
- Customer size trends
- Forecast outlook

Deliverable Format

- Vendor share and forecast pivot tables in Excel
- Market summary slides in PowerPoint

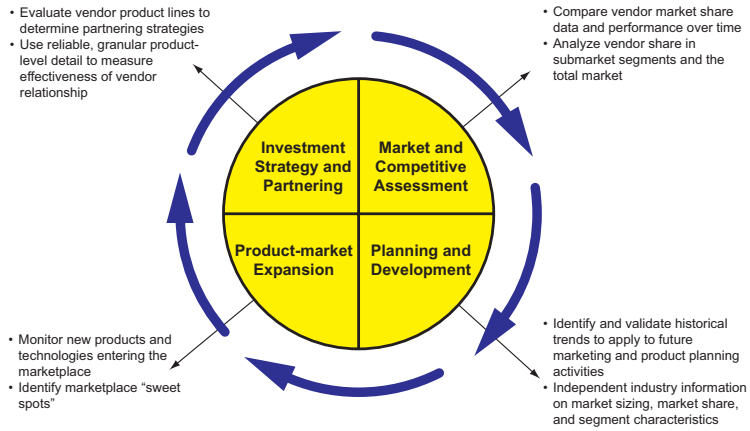
Delivery Schedules

- Every April-May and October-November

Research Methodology

- Country level: Interviews with major global and local vendors, and channel players
- Regional level: Interviews with key global vendors
- Worldwide level: Vendor revenue reconciliation and trends review
- Others: Cross-referencing with other relevant product groups

Respond to Today's Dynamic Market



Source: IDC

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.

FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.

IDC Analyze the Future

IDC is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 900 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 90 countries worldwide. For more than 43 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.IDC.com.

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