

Latin America Semiannual Business Intelligence and Analytic Applications Tracker

Growing more than 20% in 2007, the Latin America business intelligence and analytic applications market provides dynamic sets of tools and applications that help organizations in crucial decision-making processes. IDC's *Latin America Semiannual Business Intelligence and Analytic Applications Tracker* will provide vendors, channels, partners, and end users with information on the current business intelligence and analytic applications market in Latin America, as well as historical data and a forecast for the following five years.

Markets Covered

This product covers the following segments of the Latin America business intelligence tools and analytic applications market:

- Market value and shares by country, license type, vertical industry, horizontal (company size) segment, and distribution channel
- Semiannual data, with historical information from 2006
- Five-year annual forecast
- Countries: Argentina, Brazil, Mexico, and the rest of Latin America
- Functional markets: Query, report and analysis, advanced analytics software, business performance management and financial analytics, CRM analytics, and SCM and operation analytics applications

Segments Analyzed

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

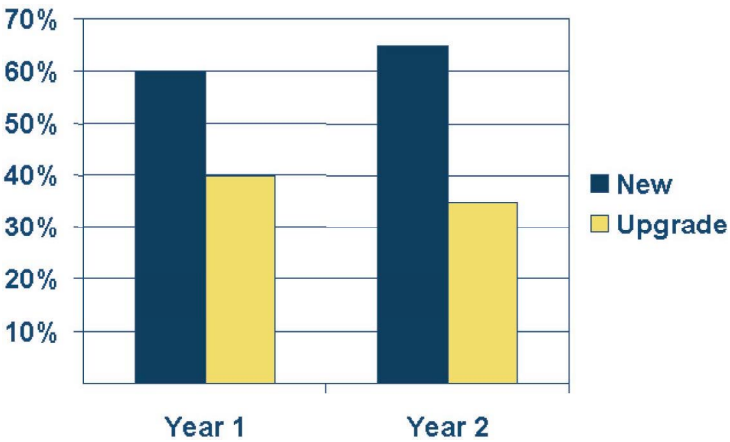
- Market value, share, and forecast in U.S. dollars and local currency
- Vertical markets: Manufacturing, finance, government, telco/media, commerce, healthcare, oil/mining, utilities, education
- Company size segments: Enterprise, large, medium sized, small, small office, education, and government
- Type of license: New licenses and upgrade or maintenance
- Specific country highlights

Key Questions Answered

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

1. What can we expect of the business intelligence and analytic applications market in Latin America in the future? Which countries present the largest opportunities?
2. What are the major forces impacting this market in Latin America?
3. What are the most successful strategies used by business intelligence and analytic applications vendors in Latin America?
4. How did this market perform during 2006? How should these results impact the future of the market?
5. What vertical and horizontal sectors are driving growth of this market in Latin America?

Latin America Business Intelligence and Analytic Applications Market Share by License Type



Note: Data is for illustrative purposes only.

Source: IDC

Competitive Analysis

IDC's *Latin America Semiannual Business Intelligence and Analytic Applications Tracker* examines how software providers are positioning themselves to compete in the business intelligence and analytic applications market. This product reviews the strategies, market positioning, and future direction of several providers, including Business Objects, Cognos, Hyperion, MicroStrategy, Oracle, SAS, and SAP, among others.

Timely Delivery and Support

Subscribers to this product receive semiannual delivery and IDC support, including:

- Excel analysis tool
- PowerPoint presentation
- Interactive briefing
- Schedule (Week #21): Historical and forecast and analysis published

Respond to Today's Dynamic Market

		Year	Period				
		YEAR		Total	YEAR		Total
Country	Data	1H	2H		1H	2H	
Argentina	License Revenue	6,418,518	8,330,943	14,749,461	7,786,685	9,637,234	17,423,919
	Share(%)	5.06%	6.23%	6.07%	5.05%	5.00%	5.07%
Brazil	License Revenue	54,470,287	63,699,491	118,169,778	65,032,214	79,522,019	144,554,233
	Share(%)	49.75%	47.66%	48.60%	48.89%	48.52%	48.69%
Mexico	License Revenue	29,161,316	38,982,019	68,143,335	35,465,647	48,162,222	83,627,869
	Share(%)	26.63%	29.17%	28.03%	26.66%	29.39%	28.17%
RLA	License Revenue	19,437,177	22,629,791	42,066,968	24,733,872	26,575,095	51,308,967
	Share(%)	17.75%	16.93%	17.30%	18.59%	16.21%	17.28%
Total License Revenue		109,487,297	133,642,244	243,129,542	133,018,418	163,896,570	296,914,988
Total Share(%)		100%	100%	100%	100%	100%	100%

Note: Data is for illustrative purposes only.

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-plus 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 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 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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