Central and Eastern European Enterprise Application Software

AN IDC REPORT SERIES

IDC's *Central and Eastern European Enterprise Application Software* research reveals how enterprise application software (EAS) is changing business in Central and Eastern Europe and where opportunities lie. The service analyzes key trends in the markets, providing sizing and forecasting for comprehensive EAS suites and core functional modules such as accounting, HRM, material management/distribution, manufacturing, and other extended functionalities. Each study also breaks down EAS sales by operating system and hardware platform and assesses the market share and strategies of leading EAS vendors.

Markets Covered

This service covers the following markets and segments:

- Baltic States, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Russia, Slovakia, and Slovenia.
- Core ERP, CRM
- Supply chain automation
- Business analytics
- Operations management

Subjects Analyzed

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

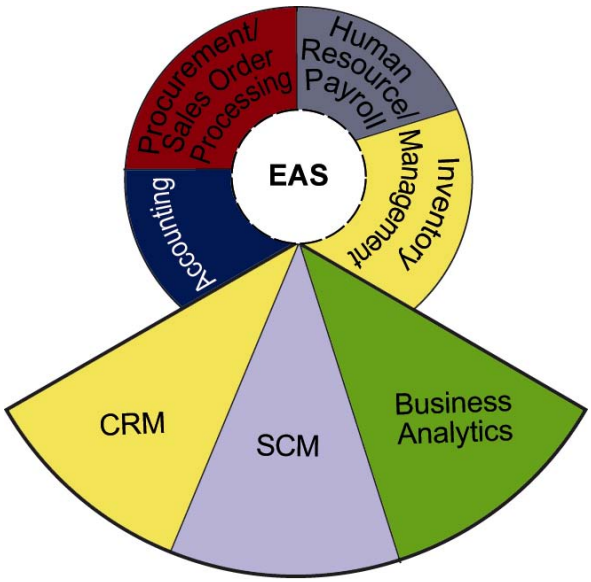
- Latest developments in the EAS market
- Viability of international EAS vendors to pursue a midmarket strategy
- The emerging role of channels
- Competition between international and domestic EAS vendors

Key Questions Answered

This service addresses the following issues that are critical to your success:

1. What are the defining characteristics of the EAS market in the countries of this region?
2. What is the current size of the EAS market in the countries of this region?
3. Which countries promise the most EAS growth in the short to medium term?
4. How can vendors across the IT spectrum (hardware platform vendors, operating system vendors, and EAS vendors) capitalize on the continued expansion?
5. Which industry segments are investing in EAS solutions?
6. Which are the leading players and how are they positioning themselves to capitalize on market growth?

Scope of Central and Eastern European Enterprise Application Software



Source: IDC

Competitive Analysis

IDC's *Central and Eastern European Enterprise Application Software* service examines how EAS providers are positioning themselves to compete in the EAS market. This service reviews strategies, market positioning, and future direction of providers in the EAS market, including Epicor, Infor, Intentia, Microsoft Dynamics, Oracle, QAD, SAP, and other regional and national players.

Research Agenda

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

Baltic States Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Bulgaria Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Croatia Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Czech Republic Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Greece Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Hungary Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Poland Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Romania Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Russia Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Slovakia Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares
Slovenia Enterprise Application Software 2009–2013 Forecast and 2008 Vendor Shares

Each EAS study provides a detailed overview of the market for high-end integrated EAS packaged software products. We use detailed qualitative and quantitative information, analysis, and forecasts to reveal the defining characteristics of EAS markets; the defining characteristics of EAS installation operating environments and how sales affect third-party hardware and software vendors; how vendors across the IT spectrum (hardware platform vendors, database vendors, operating system vendors, and enterprise application vendors) can capitalize on the evolving EAS markets; the current and forecast size of the EAS markets; the leading players and how they position themselves; which industry segments are investing in EAS solutions and how future spending patterns will affect market development; and how political and economic conditions affect the market.

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-plus years reflects our commitment to investing in our customers.

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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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