

Japan Semiannual Business Intelligence Software Tracker

Today's complex IT environments are driving software vendors to develop strategic marketing plans based on detailed segmentations in order to meet customers' requirements and gain or retain their market shares. IDC's *Japan Semiannual Business Intelligence Software Tracker* monitors the performance of leading software vendors in this space and analyzes the drivers responsible for their success and current market positioning. This product includes a detailed market outlook and five-year forecast along with comprehensive analysis of key buying trends by vertical industry and by customer size. It is designed to help RDBMS vendors, pure play vendors, and ISVs to better understand this highly competitive and rapidly growing business intelligence software market in Japan.

Markets Covered

This product covers the following segments of the *software* market:

- Query, reporting, and analysis
- Data mining
- Packaged data mart/data warehouse

Segments Analyzed

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

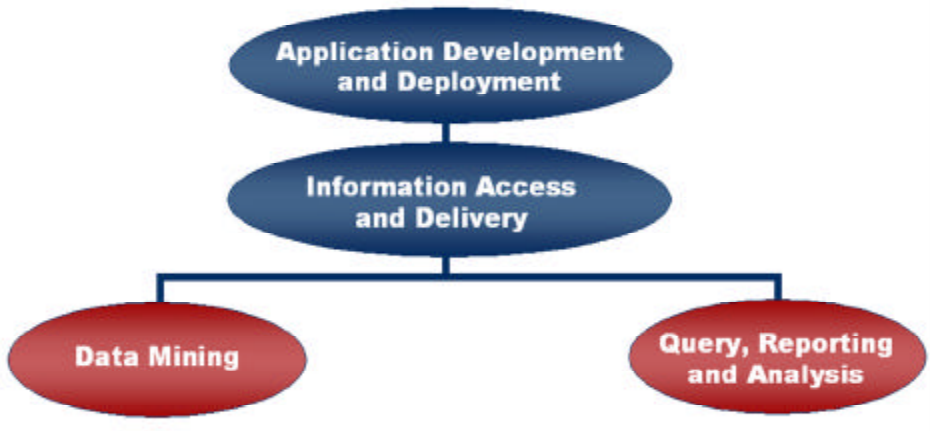
- Market size of the two software markets and forecast
- Vendor revenue and market share
- Vendor revenue by functional category
- Buying trend by vertical industry and the future opportunities
- Buying trend by customer size and the future opportunity

Key Questions Answered

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

1. What is the current market size of the BI software in Japan and what will be its future market opportunity?
2. Who are the top market vendors in each market or function and what are their key success factors?
3. Which vertical industry and company size has more opportunities?

Business Intelligence Software Market Segment



Source: IDC

Competitive Analysis

IDC's *Japan Semiannual Business Intelligence Software Tracker* product examines how software vendors are positioning themselves to compete in the business intelligence software market. This service reviews strategies, market positioning, and future direction of several providers, including:

Business Objects, Cognos, Fujitsu, Hitachi, Hyperion, IBM, Information Builders, MicroStrategy, Oracle, SAP, SAS Institute, and SPSS.

Timely Delivery and Support

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

Service Title

- ***Japan Semiannual BI Tools Tracker, 2H07***
- ***Japan Semiannual BI Tools Tracker, 1H08***

Delivery Data

- Historical data from 1H03 onwards
- Market forecast for the period 2009-2013
- Functional market size by vendor share
- Revenue segmentation by customer size band
- Revenue segmentation by verticals
- Market forecast by customer size and verticals

Delivery Packages

- Pivot table files in Excel format
- Data tables in Excel format
- Market summary in PowerPoint format

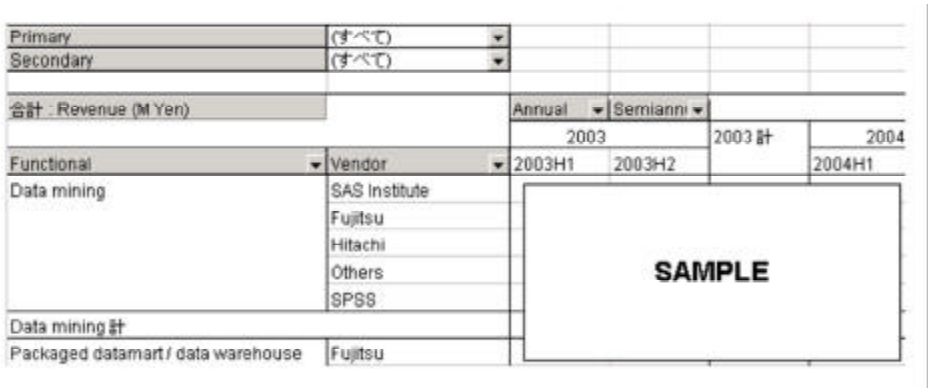
Delivery Schedule

- April
- October

Research Methodology

- Interviews with major global and local vendors and feedback from their key channel players
- Data verification exercise with IDC worldwide software group

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

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

IDC Analyze the Future

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