

Top Five Global Software Companies: Performance, Strategies, and Competitive Analysis, December 2012

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Abstracts

Technology advancement, portability, and fusion technology applications are expected to drive the global software industry into the future. The industry experienced average growth over the last five years and is expected to reach approximately US \$406.6 billion in 2017 with a CAGR of 7.1% over the next five years.

Lucintel, a leading global management consulting and market research firm, has conducted a competitive analysis of the global software companies and presents its findings in “Top Five Global Software Companies: Performance, Strategies, and Competitive Analysis.” The report provides detailed insight into the performance of the top five software companies in the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The global software industry is consolidated, consisting of infrastructure software and application software as segments. Infrastructure software comprises operating system and database management system software, while application software consists of enterprise resource planning and business intelligence software, among many other types. North America dominates this industry. A combination of factors such as IT spending, technological innovations, and economic growth affects industry dynamics significantly. In this study, Lucintel profiles the following five companies with detailed competitive assessments:

EMC Corporation

IBM Corporation

Microsoft Corporation

Oracle Corporation

SAP AG

As per the study, Asia Pacific and the Rest of the World regions witnessed higher growth rates compared to North America and Europe during 2006-2011 due to increased IT spending in the emerging economies such as China, India, Brazil, and Mexico, driven by those countries' economic growth.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five software companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global software companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business

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