

# **OEM PC Diagnostics Software Market Opportunities Strategies, and Forecasts, 2008 to 2014**

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## **Abstracts**

A mission critical diagnostic system provides open connectivity between platforms and operating systems. Products provide a consistent mechanism for a wide variety of system interconnection. Common API's and operational procedures simplify the tasks that must be carried out when integrating different systems.

PC manufactures need to avoid hardware problems. They need to avoid calls for service they need to be able to tell is a problem is with the hardware or software when a call does come in. If there is a hardware PC problem, the service center needs to be able to fix it quickly.

Calls to the service center are costly. OEM PC diagnostic software spreads the cost of implementing feature rich functionality over the entire customer base.

As companies seek to work more efficiently with each other in ecosystems messaging is the vehicle for information exchange between applications. As the supply chain is automated, the value of mission critical messaging becomes more evident.

OEM PC diagnostics markets at \$121.4 million in 2007 are anticipated to reach \$337 million by 2014. Demand for increased reliability of systems is the market driver. In addition, the packaged software solutions are more efficient than home grown testing and diagnostic solutions because they spread the cost of adding features over the broad customer base.

## Contents

### **OEM PC DIAGNOSTIC SOFTWARE SUMMARY**

OEM PC Diagnostic Software Growth Factors  
OEM PC Diagnostics Software Market Shares  
OEM PC Diagnostics Software Market Forecasts

### **1. OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS**

- 1.1 PC Diagnostic Systems
  - 1.1.1 PC Diagnostic Systems Solutions
  - 1.1.2 Decoding Technology
  - 1.1.3 Diagnostic Systems Issues
- 1.2 PC Diagnostics Controlling Costs
  - 1.2.1 PC Diagnostics Industry Trends
- 1.3 PC Diagnostic Trends
- 1.4 Mission Critical Diagnostic Systems Market Dynamics
  - 1.4.1 Mission-Critical Functionality
  - 1.4.2 Mission Critical Diagnostic Systems
- 1.5 Diagnostic Systems Software
  - 1.5.1 Linking Internal Operations
- 1.6 Information Technology Environments Increasingly Complex
  - 1.6.1 Heterogeneous Computing Environments
  - 1.6.2 Technology Challenges
- 1.7 Types of Mission Critical Diagnostic Systems
  - 1.7.1 Event-Driven PC Diagnostics
- 1.8 Mission Critical Systems Provides The Base PC Diagnostic
  - 1.8.1 PC Diagnostic Server and PC Diagnostic Integration Depend on Mission Critical Diagnostic Systems
- 1.9 Businesses Process Engineering
  - 1.9.1 Key Component Of Business Process Management
- 1.10 High Performance
  - 1.10.1 Scalability
  - 1.10.2 Automatic Configuration
  - 1.10.3 Reliable, Robust Systems
- 1.11 PC Diagnostic Trends
- 1.12 Mission Critical Diagnostic Systems Market Dynamics

## **2. OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS**

### **2.1 OEM PC Diagnostic Software Growth Factors**

2.1.1 Spread Cost Of Feature Improvement Over Large User Base

2.1.2 PC Diagnostics Functionality

### **2.2 OEM PC Diagnostics Software Market Shares**

2.2.1 PC-Doctor

2.2.2 PC-Doctor Used By Largest PC Manufacturers In The World

2.2.3 PC-Doctor Serves Top PC manufacturers

2.2.4 Eurosoft

2.2.5 Ultra-X

2.2.6 Ultra-X Advanced Technician Diagnostics

2.2.7 Ultra-X Home Diagnostics

### **2.3 OEM PC Diagnostics Software Market Forecasts**

2.3.1 Worldwide PC Shipments

2.3.2 Worldwide PC Shipments Growth 15 Percent for 2008

2.3.3 PC Market Forecasts

### **2.4 PC Diagnostics Prices**

2.4.1 PC-Diag Diagnostic Software Pro

### **2.5 OEM PC Diagnostics Software Regional Analysis**

## **3. OEM PC DIAGNOSTICS PRODUCT DESCRIPTION**

### **3.1 PC-Doctor Diagnostics**

3.1.1 PC-Doctor Drive Specialist - ThinkCentre / NetVista

3.1.2 PC-Doctor Diagnostics Software

3.1.3 PC-Doctor Service Center

3.1.4 PC-Doctor Factory Express

3.1.5 PC-Doctor Factory

3.1.6 PC-Doctor Solutions Architecture

3.1.7 PC-Doctor Home Express

3.1.8 PC-Doctor BTO Support Center

3.1.9 PC-Doctor Home Express

3.1.10 PC-Doctor BTO Support Center

3.1.11 PC-Doctor for Windows

3.1.12 PC-Doctor Network Factory

3.1.13 PC-Doctor 5 for Linux

- 3.1.14 PC-Doctor for Windows PE
- 3.1.15 PC-Doctor for Media Center
- 3.1.16 PC-Doctor Motherboard Diagnostic Toolkit

### 3.2 Eurosoft

- 3.2.1 Eurosoft PC Builder Test Management Suite
- 3.2.2 Eurosoft QA+WIN32
- 3.2.3 Eurosoft Pc-Check
- 3.2.4 Eurosoft Virtual Pc-Check
- 3.2.5 Eurosoft ZeroData

### 3.3 Ultra-X

- 3.3.1 Ultra-X P.H.D. PCI2
- 3.3.2 Ultra-X QuickTech Pro USB
- 3.3.3 Ultra-X P.H.D MiniPCI
- 3.3.4 Ultra-X PC Inspector PCI
- 3.3.5 Ultra-X Self-BOOT Diagnostics
- 3.3.6 Ultra-X Windows Diagnostics
- 3.3.7 Ultra-X Bundle Diagnostics
- 3.3.8 Ultra-X R.S.T Pro2 PCI
- 3.3.9 Ultra-X R.S.T Pro3 PCI Express
- 3.3.10 Ultra-X R.S.T Pro Mini PCI
- 3.3.11 Ultra-X R.S.T Pro USB
- 3.3.12 Ultra-X R.S.T Pro ExpressCard
- 3.3.13 Ultra-X PCI Gen
- 3.3.14 Ultra-X QuickPOST PCI
- 3.3.15 Ultra-X QuickPOST PCI Serial
- 3.3.16 Ultra-X MicroPOST II
- 3.3.17 UltraPOST
- 3.3.18 UltraPOST Server
- 3.3.19 Ultra-X QuickCAST
- 3.3.20 UltraXtreme Guard Band Chamber

### 3.4 PC-Diag Diagnostics Software

- 3.4.1 PC-Diag Diagnostic Lifecycle Management
- 3.4.2 PC-Diag Diagnostics Software Batch Tester
- 3.4.3 PC-Diag Diagnostics NIC Testing Software
- 3.4.4 PC- Diag Diagnostics USB Testing Software
- 3.4.5 PC- Diag Diagnostics Professional Remote Testing Software

### 3.5 AMI

- 3.5.1 AMI Diagnostic Tools for End-user
- 3.5.2 AMI Diagnostic Tools for OEM and System Integrators

- 3.6 Micro 2000
- 3.7 CheckIt Diagnostics
- 3.8 PC Pitstop
- 3.9 ZF Micro Solutions
- 3.10 TestLAB
- 3.11 Bug Doctor
- 3.12 PassMark Software
- 3.13 Expodata Systems
- 3.14 Windsor Technologies PC Diagnostics
- 3.15 HP
  - 3.15.1 Hewlett-Packard and Andromed
- 3.16 ZF Micro Solutions ZFx86 486 PC-on-a-Chip
- 3.17 Quintum Technologies - USB Drive Burn-In
  - 3.17.1 Value Of Keys To Analyze The Issues

#### **4. PC DIAGNOSTICS STRATEGY, TECHNOLOGY, AND INDUSTRY SPECIFIC APPLICATIONS**

- 4.1 Operating System-Based Diagnostic
  - 4.1.1 Windows Vista
- 4.2 BIOS Flashing Utilities
- 4.3 Increasing Practices Of Refurbishing, Upgrading, Leasing, Recycling And Donation Of PCs
- 4.4 PC-Doctor
- 4.5 Dell and PC troubleshooting
- 4.6 HP / Compaq PC Diagnostics
  - 4.6.1 HP PC Doctor
- 4.7 Lenovo PC Doctor Diagnostics
- 4.8 Acer PC Diagnostics
- 4.9 Fujitsu / PC Diagnostics
- 5.1 AMIDiag
  - 5.1.1 AMIDiag Strategy
- 5.2 Eurosoft
  - 5.2.1 Eurosoft Market Directions
- 5.3 EuroSoft
  - 5.3.1 EuroSoft Market Direction
- 5.4 Micro 2000
- 5.5 Neurosoft
- 5.6 PC-Diag

- 5.6.1 PC-Diag Strategy
- 5.7 PC-Doctor
  - 5.7.1 PC-Doctor Product Families
  - 5.7.2 PC-Doctor Bundled Products
- 5.8 PCPitstop
- 5.9 Smith Micro / Micro Software / CheckIt Diagnostics
  - 5.9.1 Smith Micro / Micro Software Customers
  - 5.9.2 Smith Micro / Micro Software Net Revenues
  - 5.9.3 Micro Software
- 5.10 Ultra-X
  - 5.10.1 Ultra-X Strategy
- 5.11 ZF Micro Solutions

## List Of Tables

### LIST OF TABLES AND FIGURES

Table ES-1

OEM PC Diagnostic Software Growth Factors

Table ES-2

OEM PC Diagnostic Software Market Driving Forces

Figure ES-3

Worldwide PC Diagnostics Software Shipments

Market Shares, Dollars, 2007

Figure ES-4

Worldwide PC Diagnostics Software Shipments

Market Forecasts, Dollars, 2007

Table 1-1

Remote PC Diagnostic Computer Troubleshooting Tool Uses

Table 1-2

PC Diagnostic Bundled Family Functions

Table 1-4

Bundle Family Product Components

Table 1-1

Diagnostic Systems Trends

Table 1-2

Mission Critical Diagnostic Systems Market Dynamics

Table 1-3

Enterprise Diagnostic Systems Integration Functions

Table 1-4

Internal Enterprise PC Diagnostic Tasks

Table 1-5

Diagnostic Systems Trends

Table 1-6

Mission Critical Diagnostic Systems Market Dynamics

Table 2-1

OEM PC Diagnostic Software Growth Factors

Table 2-2

OEM PC Diagnostic Software Market Driving Forces

Figure 2-3

Worldwide PC Diagnostics Software Shipments  
Market Shares, Dollars, 2007

Table 2-4

Worldwide PC Diagnostics Software Shipments  
Market Shares, Dollars, 2007

Figure 2-5

Worldwide PC Diagnostics Software Shipments  
Market Forecasts, Dollars, 2007

Table 2-6

Worldwide PC Diagnostics Software Shipment  
Market Forecasts, Dollars, 2007

Figure 2-7

Worldwide PC Shipments Market Forecasts, 2008-2014

Table 2-8

Worldwide PC Shipment Forecasts Markets 2008-2014

Figure 2-9

PC Diagnostic Regional Shipments 2007

Table 2-10

PC Diagnostic Regional Shipments 2007

Table 3-1

PC-Doctor Diagnostic Target Markets

Table 3-2

PC-Doctor Diagnostic Products

Figure 3-3

PC Doctor Product Comparison

Table 3-4

PC-Doctor Service Center Features

Table 3-5

PC-Doctor Service Center Benefits

Table 3-6

PC-Doctor Products Uses

Table 3-7

PC-Doctor Factory Express Target Users

Table 3-8

PC-Doctor Factory Express Package

Table 3-9

PC-Doctor Factory Express Benefits and Features

Table 3-10



Benefits of PC-Doctor Factory in Manufacturing Environments

Table 3-11

Benefits of PC-Doctor Factory in Service and Repair Centers

Table 3-12

Key Features of PC-Doctor Factory Diagnostics

Table 3-13

PC-Doctor Solutions Architecture Target Users

Table 3-14

Key Features of PC-Doctor Solutions Architecture

Table 3-15

PC-Doctor Solutions Architecture Package

Table 3-16

PC-Doctor Service Center Target Users

Table 3-17

PC-Doctor Service Center Package Components

Figure 3-18

PC-Doctor Service Center 6 Package

Table 3-19

PC-Doctor Service Center Benefits

Table 3-20

PC-Doctor Service Center Audio Tests

Table 3-21

PC-Doctor Service Center Video Tests

Table 3-22

PC-Doctor Service Center Storage Tests

Table 3-23

PC-Doctor Service Center Communications Tests

Table 3-24

PC-Doctor Service Center Other Devices Tests

Table 3-25

PC-Doctor Service Center System Tests

Table 3-26

PC-Doctor Home Express Target Users

Table 3-27

PC-Doctor Home Express Features

Table 3-28

PC-Doctor Home Express Benefits

Table 3-29

PC-Doctor BTO Support Center Target Users

Table 3-30

PC-Doctor BTO Support Center Key Benefits

Table 3-31

PC-Doctor for Windows Target users

Table 3-32

PC-Doctor for Windows Key Benefits

Table 3-33

PC-Doctor for Windows Package

Table 3-34

PC-Doctor Network Factory Target Users

Table 3-35

PC-Doctor Network Factory

Table 3-36

PC-Doctor Network Factory

Table 3-37

PC-Doctor 5 for Linux Target Users

Table 3-38

Benefits and Key Features of PC-Doctor 5 for Linux

Table 3-39

Benefits and Key Features of PC-Doctor for Windows PE

Table 3-40

Eurosoft PC Diagnostics and Test Management Software Target Users

Table 3-41

Eurosoft PC Diagnostics and Test Management Software Solutions

Table 3-42

Eurosoft PC Builder Test Management Suite Features

Table 3-43

Business Benefits of Eurosoft PC Builder Test Management Suite

Table 3-44

Key Features of Eurosoft QA+WIN32

Table 3-45

Business Benefits of Eurosoft QA+WIN32

Table 3-46

Business Benefits of Eurosoft Pc-Check

Table 3-47

Key Features of Eurosoft Pc-Check

Table 3-48

Business Benefits of Eurosoft Virtual Pc-Check

Table 3-49

Key Features of Eurosoft Virtual Pc-Check

Table 3-50

Business Benefits of Eurosoft ZeroData

Table 3-51

Key Features of Eurosoft ZeroData

Table 3-52

Ultra-X PC Diagnostic Tool Product Categories

Table 3-53

Ultra-X PC Hardware Diagnostic Solutions

Figure 3-54

Ultra-X P.H.D. PCI2 Diagnostics Board

Table 3-55

Benefits of Ultra-X P.H.D. PCI2 Diagnostics

Figure 3-56

Ultra-X QuickTech Pro USB Kit

Table 3-57

Ultra-X QuickTech Pro USB Suite

Table 3-58

Benefits of Ultra-X QuickTech Pro USB

Figure 3-59

Ultra-X P.H.D. MiniPCI Pack

Figure 3-60

Ultra-X PC Inspector PCI

Table 3-61

Key Features of Ultra-X PC Inspector PCI

Table 3-62

Ultra-X PC Software Diagnostic Solutions

Figure 3-63

Ultra-X WinStress Test Pro Diagnostic Tool

Table 3-64

Ultra-X PC Memory Diagnostic Solutions

Table 3-65

Key Features of Ultra-X R.S.T Pro2 PCI

Figure 3-66

Ultra-X R.S.T Pro USB Kit

Table 3-67

Ultra-X POST Monitoring Solutions

Figure 3-68

Ultra-X MicroPOST II Kit

Table 3-69

Ultra-X Embedded Diagnostic Solutions

Figure 3-70

UltraPOST

Table 3-71

Ultra-X Special Diagnostic Solutions

Figure 3-72

Ultra-X QuickCAST Diagnostic Solutions

Table 3-73

Key Features of Ultra-X QuickCAST

Figure 3-74

UltraXtreme Guard Band Chamber

Table 3-75

Key Features of UltraXtreme Guard Band Chamber

Table 3-76

Ultra-X Diagnostic Kits

Table 3-77

PC-Diag Diagnostic Target Markets

Table 3-78

Professional PC-Diag Hardware Diagnostic Software Features

Table 3-79

PC-Diag Diagnostic Software Pro Windows Compatibility

Table 3-80

Components Serviced by PC-Diag Diagnostics Batch Tester

Table 3-81

PC-Diag NIC Testing Results

Figure 3-82

Micro 2000 Universal Post Probe

Table 3-83

MicroScope PC Diagnostic Suite Software Features

Table 3-84

MicroScope PC Diagnostic Suite Software Features

Table 3-85

CheckIt Diagnostic Version 7.0 Solution Features

Table 3-86

PassMark Software Solution Features

Table 3-87

Expodata Systems Diagnostics Product Portfolio

Figure 3-88

Expodata Systems PC Tester

Table 3-89

HP PC System Health Scan

Table 3-90

Selected PC Diagnostic Companies

Figure 4-1

Dell PC Diagnostics

Table 4-2

Acer PC Diagnostics Features

Table 5-1

PC-Doctor Diagnostic And System Information Solutions

Target Markets

Table 5-2

PC-Doctor Diagnostic And System Information Diagnostic  
Solutions Benefits

Table 5-3

PC-Doctor Products Uses

## **COMPANIES PROFILED**

PC-Doctor

Micro 2000

PC Certify

Ultra-X

AMIDdiag Strategy

Smith Micro / Micro Software / CheckIt Diagnostics

EuroSoft

Neurosoft

TouchStone Software

ZF Micro Solutions

PC-Diag

PCPitstop

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