



# Korea Software (Korean Version)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC의 *Korea Software* 서비스는 국내 소프트웨어 시장규모 및 전망, 기술 트렌드, 경쟁현황 등을 분석해 제공함으로써 시장 기회를 제시하고, 시장 참여자들의 제품 전략과 마케팅 전략 수립 등을 지원합니다. 전체 소프트웨어 시장의 동향과 변화추세 등을 제공할 뿐만 아니라, 복잡한 IT 환경 관리 차원에서 향후 높은 수요가 예상되는 기업용 애플리케이션 소프트웨어, 비즈니스 인텔리전스 소프트웨어, 시스템 관리 소프트웨어 및 보안 소프트웨어, 애플리케이션 개발 소프트웨어, DBMS 등 크게 6개 분야에 초점을 두어 다양한 연구 분석을 제공합니다.

## Markets and Subjects Analyzed

- Enterprise resource management
- Customer relationship management
- Supply chain-specific applications
- Business intelligence
- Infrastructure management software: System and network management software and storage management software
- Security software
- Application server software platforms
- DBMS
- Market trend and dynamics
- Market size and forecast
- Market driving forces and inhibitors
- Vendor market shares/strategies
- Competitive analysis
- Business opportunity assessment
- Technology adoption trends

## Core Research

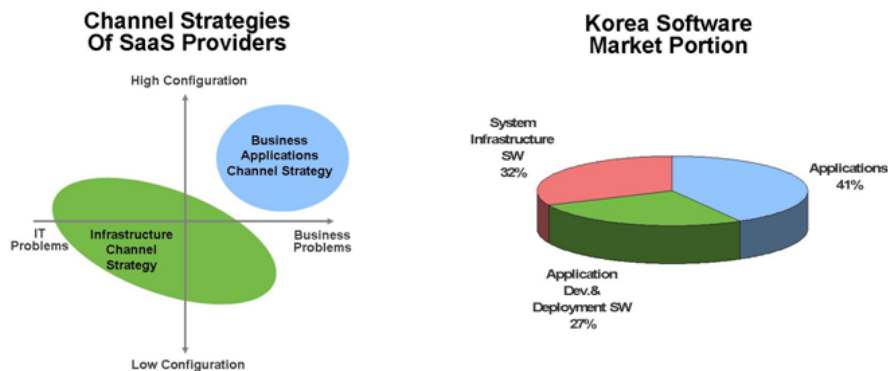
- Basic Theme: Korea Overall Software Market Forecast and Analysis
  - Selective Theme I: Korea Enterprise Application Software Market Forecast and Analysis
  - Selective Theme II: Korea Infrastructure Management Software Market Forecast and Analysis
  - Selective Theme III: Korea Security Software Market Forecast and Analysis
  - Selective Theme IV: Korea Application Development Software Market Forecast and Analysis
  - Selective Theme V: Korea DBMS Market Forecast and Analysis
  - Selective Theme VI: Korea Business Intelligent Software Market Forecast and Analysis
- \*Note: Minimum Package of IDC's Korea Software should include one "basic" theme and two "selective" themes.

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Korea Software \(Korean Version\)](#).

## Key Questions Answered

1. 국내 소프트웨어 부문별 시장에서 주요 업체들의 전략은?
2. 기술 변화가 국내 소프트웨어 업계 구도에 미치는 영향은?
3. 소프트웨어 업체들간 구도 변화 및 시장에 미치는 영향은?
4. 국내 소프트웨어 시장에서 성장이 기대되는 분야는?

## Korea Software Market



Source: IDC

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## Competitive Analysis

IDC의 *Korea Software* 서비스는 국내 소프트웨어 시장에서의 경쟁사 분석, 벤더전략과 포지셔닝, 시장 변화와 전망 등에 대한 정보를 제공합니다. 주요 서비스 제공업체는 다음과 같습니다

Aahnlab, Adobe Systems, Altibase, Autodesk, BMC Software, Computer Associates, Duzon, EMC, Fujitsu, Hitachi, Haansoft, Handysoft, HP, Hyosung Data System, IBM, Infor, JDA Software,

Microsoft, MicroStrategy, Oracle, QAD, Samsung SDS, SAP, SAS, Soffforum, Softpower, Sybase, Symantec, Tmaxsoft, Wins Technet, WISE iTECH, Younglimwon, and others.

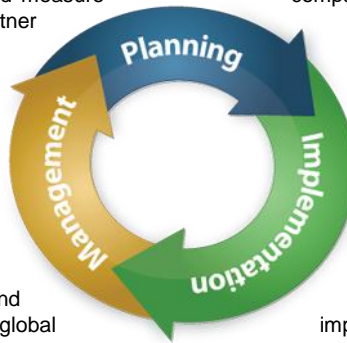
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**Consulting:** Target growth opportunities, develop strategies for emerging markets and technologies, assess and measure custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

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