



Korea Software (Korean Version)

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Korea Software* service identifies and analyzes the opportunities, technologies, and trends of the software market in Korea. This service provides the market intelligence necessary to help product marketing and strategic planning professionals to create successful business strategies using information about the Korean software market's overall size and forecast. There are six primary research areas (or themes) to pick in this program along with the overall software theme — enterprise application software, business intelligence software, system infrastructure management software, security software, application development software and DBMS markets. These applications are in high demand for the strategic and efficient management of a complex IT environment.

Markets Covered

This service covers the following segments of the Korea software market:

- 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

Subjects Analyzed

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

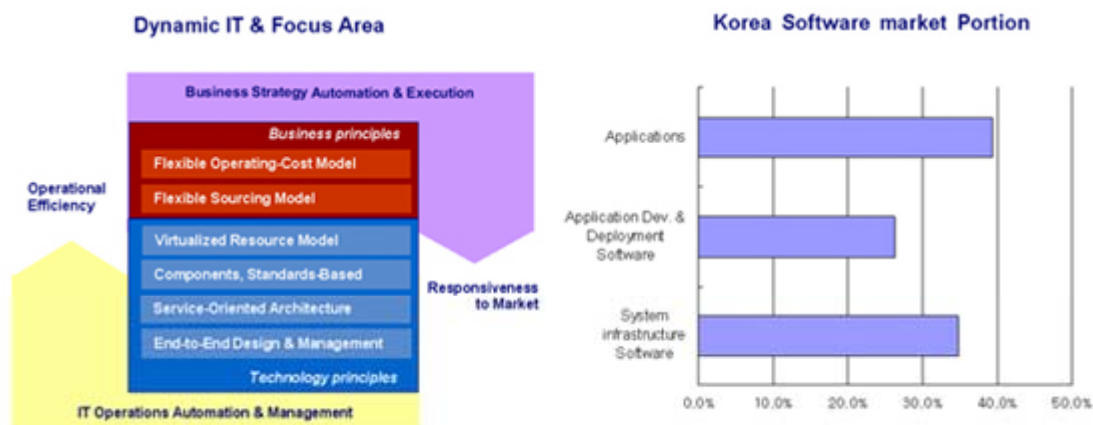
- Market trend and dynamics
- Market size and forecast
- Market driving forces and inhibitors
- Vendor market shares/strategies
- Competitive analysis
- Business opportunity assessment
- Technology adoption trends

Key Questions Answered

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

1. Which companies are the leading vendors in each segment of the software market?
2. What are the strategies of the leading vendors in the market, and where are the business opportunities?
3. How is technology changing the landscape for software vendors?
4. Does a particular market segment offer the greatest opportunities?
5. What are the market trends and key technology drivers that are creating the demand for the applications software?

Dynamic IT and Korea Software Primary Market Portion



Source: IDC

Competitive Analysis

IDC's *Korea Software* service examines how software suppliers are positioning themselves to compete in the Korea software market. This service reviews strategies, market positioning, and future direction of several providers in the software market, including:

Aahnlab, Altibase, BEA Systems, BMC, Business Objects, CNM Technologies, Cognos, Computer Associates, Duzon Digitalware, EMC, EXE Technologies, Fujitsu, Hewlett-Packard, Hitachi, Hyosung Data System, i2, IBM, Hyperion, Kana, Koreahinet,

Microsoft, MicroStrategy, NCR, Oracle, OULLIM Information Technology, QAD, Samsung SDS, SAS, SAP, Siebel, Softforum, Softpower, SSA GT, Sybase, Tmax, Veritas, Wins Technet, WISE iTECH, Younglimwon, et cetera

Research Agenda

Throughout the year, this service will offer insight into the latest trends impacting the software market, Providing a comprehensive overview of each of these markets in terms of current market situation, market size by vendor share, and technology adoption trends. A holistic view of the market is provided, which consists of an in-depth analysis of market trends and market forecast for the next five years. Potential studies include:

Korea Overall Software Market Forecast and Analysis

This study, published semiannually, provides overall Korean software market size and trends as well as a five-year forecast.

Korea Enterprise Application Software Market Forecast and Analysis

This study, published semiannually, covers the ERM, CRM, and SCM markets.

Korea Infrastructure Management Software Market Forecast and Analysis

This study, published semiannually, covers the system and network management software, and storage software markets.

Korea Security Software Market Forecast and Analysis

This study, published semiannually, covers five major security functional markets, including IAM, SVM, SCM, ID&P, and firewall/VPN.

Korea Application Development Software Market Forecast and Analysis

This study covers the ASSP and ISSP.

Korea DBMS Market Forecast and Analysis

This study, published semiannually, covers the relational database management software market.

Korea Business Intelligent Software Market Forecast and Analysis

This study covers various of functional markets for emerging BI solutions.

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

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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 years reflects our commitment to investing in our customers.

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