Worldwide Semiannual Enterprise Resource Management Applications Tracker

IDC's *Worldwide Semiannual Enterprise Resource Management Applications Tracker* monitors vendors' business performance by delivering more frequent releases of global semiannual vendor shares. Unique to this tracker, IDC is delivering data for additional local vendors from many BRIC countries. Additionally, this tracker provides an understanding of which vendors are gaining or losing share across mature and emerging countries, which has become business critical for enterprise resource management (ERM) application vendors, supply chain partners, vendors looking to acquire ERM application companies, and the investment community. This tracker provides semiannual updates to vendor shares and forecasts across the ERM software market.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is total software revenue, which includes license plus maintenance plus SaaS and other subscription revenue.

Enterprise resource management applications:

- Financial accounting applications
- Human capital management
- Payroll accounting
- Procurement
- Order management
- Financial performance and strategy management applications
- Project and portfolio management (PPM)
- Enterprise asset management

Geographic Scope

- Asia/Pacific (excluding Japan)
- Central and Eastern Europe, the Middle East, and Africa
- Latin America
- Japan
- North America
- Western Europe
- 13 countries plus rest of regions: United States, Canada, Japan, China, India, Australia, Korea, Italy, France, Germany, United Kingdom, Russia, and Brazil

Forecast Coverage

Annual five-year market forecasts for this tracker are updated semiannually and include five-year annual market projections. Forecasts are available at worldwide, regional, and country levels. Examples of the segmentations being forecast in this tracker include:

- Markets
- Regions
- Countries

Delivery Schedule and Deliverables

This tracker is delivered on a semiannual basis via an Excel-based tool with an online Web Query component. The delivery schedule for this tracker is as follows:

- Historical data: Week 18 after period closes
- Forecast data: Week 18 after period closes

Deliverables:

- Half-year Vendor Shares by Functional Market by Geography Updated Semiannually (History goes back to first half of 2009)
- Annual five-year Forecasts by Functional Market by Geography Updated Semiannually

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional planning — setting regional and country sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

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