



ASEAN ICT Market Overview

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *ASEAN ICT Market Overview* program is a comprehensive service covering the key ICT market segments that IDC foresees to have a significant influence in the ASEAN market. This service facilitates strategic and tactical decision making for investors, vendors, solution providers, government agencies, and all other active players in the ICT industry by providing addressable opportunities and insights into effective positioning strategies for products and services targeted at different verticals. The service also looks at the future direction of the various market segments and outlines the market dynamics, product road maps, as well as future buying trends and behavior of ICT users in the coming year. The program will include countries such as Indonesia, Malaysia, Philippines, Singapore, Thailand, and Vietnam.

Markets and Subjects Analyzed

- Top 10 ICT predictions
- IT adoption and investment plans in the enterprise community
- IT spending
- Hardware — servers, client systems
- Competitive landscape
- Packaged software
- IT services
- Telecommunications
- Emerging technologies

Core Research

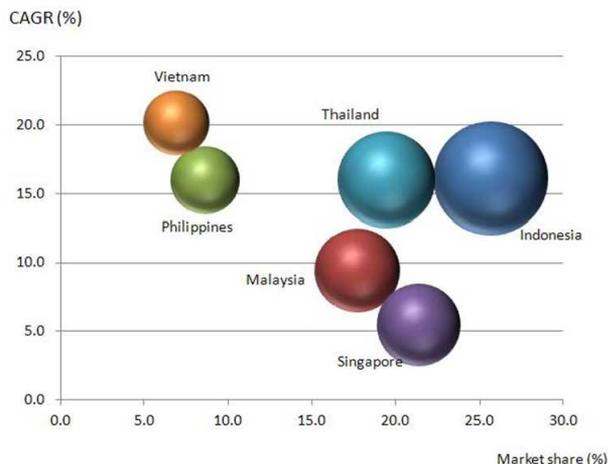
- ICT Predictions
- Enterprise IT Adoption and Investment Behavior
- Major IT Services Providers' Landscape
- Major Software Providers' Landscape

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: [ASEAN ICT Market Overview](#).

Key Questions Answered

1. What are the current IT spending levels for markets such as hardware, software, services, and telecommunications in Malaysia, Singapore, Thailand, Indonesia, Philippines, and Vietnam, and what are the market dynamics in the next five years?
2. What are the key technology areas of IT adoption in the enterprises in Malaysia, Singapore, Thailand, Indonesia, Philippines, and Vietnam?
3. What are the opportunities and challenges in the various ICT market segments in Malaysia, Singapore, Thailand, Indonesia, Philippines, and Vietnam?
4. How is the competitive landscape of the PC market in Malaysia, Thailand, Indonesia, Philippines, and Vietnam?
5. What are the emerging technologies that are expected to have an impact in the IT landscape in the coming year in Malaysia, Thailand, Indonesia, Philippines, and Vietnam?

ASEAN IT Spending and Forecast Growth in 2015



Note: Size of bubble is equivalent to country market size in 2015

Competitive Analysis

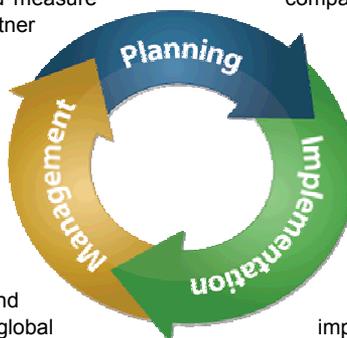
This service reviews strategies, market positioning, and future direction of major providers in ICT market, including: Accenture, Acer, CA, CSC, Dell, HP, IBM, Lenovo, Microsoft, Oracle, SAP, and Symantec.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

Consulting: Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of 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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companies large and small. Deliverables range from a single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.

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Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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