

# Mexico Software: Compete

AN IDC SPECIAL INTELLIGENCE SERVICE

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IDC's *Mexico Software: Compete* is a series of interactive analysis sessions guided by the local market experts, based on all existing standard research related to the Mexican Software market, and through previous feedback sessions, customized to the customer's needs. It provides an integrated view of the market sharing all the knowledge that the local analyst gathers from their constant meetings with software vendors, ISVs and system integrators, as well as from a variety of demand-side IDC studies, designed to collect CIO priorities and spending intentions.

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## Markets and Subjects Analyzed

- Strategic Marketing planning process: monitors market trends and results of marketing initiatives. Get a forward-looking analysis of trends and opportunities
  - Customized content through interactive themes
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## Core Research

- Software Market\*
- Public Cloud Market\*

\*If purchased as part of core tracker contract

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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: [Mexico Software: Compete](#).

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## Key Questions Answered

Basic content includes direction and recommendations on:

1. Macro environment
  2. Opportunity
  3. Competition
  4. Product/Services
  5. Distribution Channels
  6. Buyer needs
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## Companies Analyzed

This service reviews strategies, market positioning, and future direction of several providers in the Software Market, including: Oracle, Microsoft, SAP, IBM, Totvs, VMWare, etc.

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