

Japan Enterprise Applications and Strategies (Japanese Version with Key English Language Reports)

The *Japan Enterprise Applications and Strategies (Japanese Version with Key English Language Reports)* service includes enterprise resource management (ERM) application, collaborative workspace (collaboration and content management), CRM, and customer experience (CX) market in Japan. IT users need real-time decision-making because of the globalization of their business location and their increasing business flow. In addition, an enterprise's need to improve workflow efficiencies, catch up customers' DX, and transform business is greater than ever. Enterprise application technology is valuable for solving business productivity, collaboration issues, and generating new customers. IDC's *Japan Enterprise Applications and Strategies (Japanese Version with Key English Language Reports)* service is designed to provide detailed analyses and essential guidance to vendors and channels competing in the enterprise application market in Japan. In 2025, this service will enhance research for market forecast for the entire enterprise application/related services, major vendor share/survey, and trends in business standardization in user companies associated with application renewal.

MARKETS AND SUBJECTS ANALYZED

- ERM (enterprise resource management) applications
- Collaborative workspace and content management
- CRM (sales/marketing/customer service/contact center) solutions
- CX-related software
- Enterprise application-related services like customer experience transformation services

CORE RESEARCH

- Japan Enterprise Application Forecast
- IDC FutureScape: Worldwide Future of Intelligent ERP 2025 Predictions (Japanese)
- Japan Enterprise Application Share
- IDC FutureScape: Worldwide Customer Experience 2025 Predictions — Japan Implications
- Japan Enterprise Application User Survey
- Japan Customer Experience-Related and CRM Software/CX Transformation Service Market Forecast

Note: All documents will be delivered in the local language with the exception of up to two market share and market forecast documents, which will be delivered in both English and the local language.

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: [Japan Enterprise Applications and Strategies \(Japanese Version with Key English Language Reports\)](#).

KEY QUESTIONS ANSWERED

1. Where is the growth area in the application market?
2. What are the growth factors/inhibitors of the application market?
3. What are the application usage trends among corporate users?
4. What are the applications that are attracting attention for improving corporate productivity?
5. What is the business impact of the CX IT market?
6. What is the business impact of the EX IT market?

COMPANIES ANALYZED

This service reviews the strategies, market positioning, and future direction of several providers in the Japan ERM/collaboration/CRM//CX market, including:

Adobe, Cisco Systems, Fujitsu, Genesys Cloud Service, Hitachi, IBM, OpenText, Oracle, Qualtrics, Salesforce, SAP, SAS, SoftBrain, Sony, Microsoft, NEC, NTT Communications, OKI Electric Industry, Synergy Marketing, Treasure Data, and Zendesk