

# China IT Opportunity

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC has conducted a series of studies on vertical industry trends as well as overall IT market trends and IT adoption from the perspective of both end users and vendors. A sound understanding of the local vertical market dynamics, as well as their competitive structure, is essential for any global IT vendor looking for potential opportunities and looking at forming effective partnerships and channel management strategies in China. IDC's *China IT Opportunity* is an indispensable guide for vertical systems integrators (SIs) and independent software vendors (ISVs), helping them plan better and be more focused in their marketing and sales activities. It also guides hardware and software platform vendors in planning their sales strategies for the different vertical industries. This service provides IT market size by industry and by region as well as an in-depth analysis of the IT solution market characteristics and development trends for each vertical industry covered.

## Markets and Subjects Analyzed

- Current situation and future trends of China's overall IT market
- Current business situation and future trends of major industries
- End users' demands and buying behavior as well as market drivers and inhibitors
- China's total IT market as well as key industries' IT market size and forecast, with perspectives by industry and region
- Key vertical IT solutions' market size, forecast, and analysis by industry

## Core Research

- China Overall ICT Market Forecast and Analysis
- IDC FutureScape: China ICT Top 10 Predictions
- China Semiannual Provincial GDP and IT Spending Forecast
- China Banking Industry IT Solution Forecast and Analysis
- China Manufacturing Industry IT Solution Forecast and Analysis
- China Insurance Industry IT Solution Forecast and Analysis
- China Government Industry IT Solution Forecast and Analysis
- China Healthcare Industry IT Solution Forecast and Analysis
- China Auto Industry IT Solution Forecast and Analysis
- China Retail Industry IT Solution Forecast and Analysis

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: [China IT Opportunity](#).

## Key Questions Answered

1. What are the key characteristics of China's overall IT market, including perspective by industry?
2. How has the industry business developed over the past few years, and what are the future development trends?
3. What is the market size and five-year forecast of the vertical IT market in China by product category, subindustry, and region?
4. What are the current trends regarding users' demands and the purchasing behavior of end users in China?
5. What are the key IT solutions that are being deployed in each vertical industry? What are the solutions developing trends in the coming five years?

## Companies Analyzed

IDC's *China IT Opportunity* service reviews strategies, market positioning, and the future direction of several providers in China's vertical IT market, including:

Very large local vendors such as AsiaInfo-Linkage, Digital China, Founder, Neusoft, Taiji, and many industry-specialized vendors and large international vendors such as IBM, Oracle, and SAP.