Pricing Evaluation Service: Enterprise Software

AN IDC DATABASE PRODUCT

IDC's *Pricing Evaluation Service: Enterprise Software* product provides technology vendors with the intelligence and competitive price analysis necessary to create winning price and positioning strategies. The product provides detailed analysis of current and future price trends and access to robust analysis tools. Through IDC's Pricing eValuator web site, clients can access real-time pricing, promotions, and specifications for select software topic areas — business productivity, communications, database, design, multimedia, operating systems, and programming and development — or may opt for a compilation of all topic areas.

Markets Covered

This product covers the following segments of the software market:

- Business productivity
- Communications
- Database
- Design and multimedia
- Operating systems
- Programming and development

Subjects Analyzed

Throughout the year, this product will address the following topics:

- Impact of pricing on emerging distribution channels
- Declining reseller and vendor margins
- Opportunities in a maturing market
- Winners and losers in the protracted price war
- Vendor pricing profiles
- Emerging pricing trends in corporate procurement

Key Questions Answered

Our research addresses the following issues that are critical to your success:

1. What are the defining issues and predictors of pricing over the next year?
2. Which vendors initiate/dominate price leadership in the marketplace?
3. Given its complexity, what is an accurate and true comparison of pricing of software as a service?
4. What are key vendor strategies for determining price position, and how can vendors maximize their own price position?

Price Collection Methodology Overview
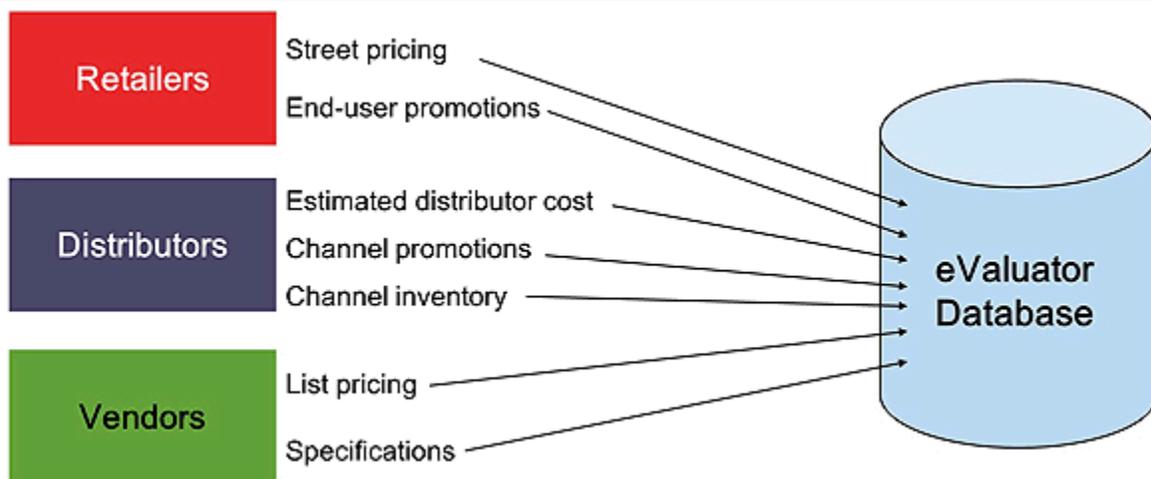
Source: IDC

Companies Analyzed

IDC's *Pricing Evaluation Service: Enterprise Software* product examines how software providers are positioning themselves to compete in the software market. This product reviews strategies, market positioning, and future direction of several providers in the software market including:

Acronis, Adobe, AirWatch, ASG, Barracuda, Blue Coat, BMC, CA Technologies, Commvault, Compuware, EMC, Oracle, Proofpoint, Red Hat, Salesforce, SAP, SAS, Serena Software, Software AG, Sophos, Sterling Commerce, Sybase.

Timely Delivery and Support

Internet access to data and analysis tools is provided via IDC's Pricing eValuator web site. The tools and services available to clients include the following:

- Price and specifications database includes list-, street-, eretailer-, web-, and distributor-level pricing as well as specifications, historical pricing, and product availability information.
- eRetailer pricing database captures pricing by more than 100 individual retailers, allowing for easy comparison between ecommerce, vendor web, and distributor pricing.
- Product comparison builder tool matches your products with peer products from competitors and updates pricing and differences on a daily basis.
- Promotions database includes detailed information on current promotions, rebates, and SPIFs. Full promotion descriptions, pricing, and valid offer dates are included.
- IDC updates detail price and promotion changes and new product announcements as they happen, emphasizing fast delivery of pricing data so clients can react rapidly.
- Custom consulting is available for special projects.

Product Snapshot

Source: IDC