# Pricing Evaluation Service: Enterprise Software

IDC's *Pricing Evaluation Service: Enterprise Software* is utilized widely by internal competitive intelligence, marketing, sales support, and field sales teams. The service provides software vendors with the intelligence and analysis to create winning price and product positioning strategies. This research offering includes real-time pricing intelligence on new products and changes to existing products; details on MSRP, promotions, and channel pricing; and end-user deal intelligence on volume discounts, configurations, and contract terms for license and service agreements. Delivery to clients is via IDC's Data Products portal and via inquiry.

## Markets and Technologies Covered

- Business productivity
- Communications
- Database
- Design and multimedia
- Operating systems
- Programming and development
- Comparison of product features and functions

- Comparison of delivery SaaS versus on premises
- Detailed technical product information
- Pricing list, channel, and support
- Real deal transaction information
- Pricing history
- Services profiles and comparisons

## Geographic Coverage

- **9 regions:** The United States, Canada, Japan, Western Europe, Central and Eastern Europe, the Middle East and Africa, Latin America, PRC, and Asia/Pacific
- **53 countries:** Argentina, Australia, Austria, Belgium, Brazil, Canada, Chile, Colombia, Czech Republic, Denmark, Finland, France, Germany, Greece, Hong Kong, Hungary, India, Indonesia, Ireland, Israel, Italy, Japan, Korea, Malaysia, Mexico, the Netherlands, New Zealand, Norway, Peru, the Philippines, Poland, Portugal, PRC, the rest of Asia/Pacific, the rest of CEE, the rest of Latin America, the rest of the Middle East and Africa, Romania, Russia, Saudi Arabia, Singapore, South Africa, Spain, Sweden, Switzerland, Taiwan, Thailand, Turkey, the United Arab Emirates, the United Kingdom, the United States, Venezuela, and Vietnam

## Data Deliverables

Internet access to data and analysis tools is provided via IDC's Pricing eValuator website. 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.

## 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?

## 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 the strategies, market positioning, and future direction of several providers in the software market including:

Accela, Acquia, Acronis, Adobe, Akamai, AppDynamics, ASG, Barracuda, Birst, Blue Coat, BMC, CA Technologies, Citrix, CloudBees, Cloudera, Cognos, Commvault, Compuware, Databricks, Dell EMC, DocuSign, Dynatrace, Elastic, Genesys, Gigamon, IBM, Informatica, Micro Focus, MuleSoft, NETSCOUT, New Relic, Nuix, Okta, OpenText, Oracle, Pentaho, Power BI, Proofpoint, Qualtrics, Rackspace, Recorded Future, Red Hat, Salesforce, SAP, SAS, ServiceNow, Serena Software, Skyhigh, Software AG, Sophos, Splunk, Sterling Commerce, SUSE, Sybase, Tableau, Tamr, Turbonomic, Virtustream, and VMware.