Top Five Global Software Companies: Performance, Strategies and Competitive Analysis

Description:

Technology advancement, portability, and fusion technology applications are expected to drive the global software industry into the future. The industry experienced average growth over the last five years and is expected to reach approximately US $406.6 billion in 2017 with a CAGR of 7.1% over the next five years.

The report provides detailed insight into the performance of the top five software companies in the world. The analysis highlights the companies that are performing the best among the peer group, and in which areas, and therefore clarifies leading performance standards and the strengths and weaknesses of companies covered.

The global software industry is consolidated, consisting of infrastructure software and application software as segments. Infrastructure software comprises operating system and database management system software, while application software consists of enterprise resource planning and business intelligence software, among many other types. North America dominates this industry. A combination of factors such as IT spending, technological innovations, and economic growth affects industry dynamics significantly. In this study, Lucintel profiles the following five companies with detailed competitive assessments:

- EMC Corporation
- IBM Corporation
- Microsoft Corporation
- Oracle Corporation
- SAP AG

As per the study, Asia Pacific and the Rest of the World regions witnessed higher growth rates compared to North America and Europe during 2006-2011 due to increased IT spending in the emerging economies such as China, India, Brazil, and Mexico, driven by those countries' economic growth.

This study is intended to provide industry leaders with a competitive benchmarking of the world's top five software companies. The study provides up-to-date information on the market share, profit margins, capabilities, and strategies of the leaders. It is designed to provide executives with strategically significant competitor information, data analysis, and insight, critical to the development and implementation of effective marketing and sales plans.

This report will save hundreds of hours of your own personal research time and will significantly benefit you in expanding your business opportunities in global software companies industry. In today's chaotic economy, you need every advantage that you can find to keep ahead in your business.

Features of this Report:

In Lucintel's newest competitive research study on the world's software companies, we thoroughly profile following five companies with detailed competitive assessments:

- EMC Corporation
- IBM Corporation
- Microsoft Corporation
- Oracle Corporation
- SAP AG

The detailed analysis of each company offers a critical view into key strategic areas, including:
- Company overview
- Benchmarking (financial & market)
- SWOT analysis
- Product positioning
- Marketing strategy and tactics
- Corporate strategy
To make any investment, business or strategic decisions, you need adequate and timely information. This market report fulfills this core need. This is an indispensable reference guide for industry executives who are dealing with software companies industry. Some of the features of this multi-client market intelligence report are:

- Market size estimates in terms of (US $) value by segments of the global software companies
- Regional analysis: global software companies breakdown by key regions (e.g., North America, Europe, APAC and ROW)
- Market trends, drivers and forecasts
- Competitive benchmarking of each players against their financial & market strength
- Global and regional market share estimates for the top players
- Product line overview and positioning of top players
- SWOT analysis of the leaders
- Marketing strategy and tactics
- Corporate strategy

The report is in power point presentation format and has hundreds of critical data and market insights that will help in effective decision making.

Who Can Benefit From This Report?

This study is intended for material suppliers, parts fabricators, OEMs, investors, executives and consultants. This multi-client market study from Lucintel is used by small to multi-national Fortune 500 companies and utilized for a variety of reasons as follows.

- Business development
- Strategic planning
- Business presentation
- Determination of market size and trend
- Competitive analysis
- Personnel training

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