Software in Italy

Description: The Software in Italy industry profile is an essential resource for top-level data and analysis covering the Software industry. It includes data on market size and segmentation, plus textual and graphical analysis of the key trends and competitive landscape, leading companies and demographic information.

Scope
- Contains an executive summary and data on value, volume and/or segmentation
- Provides textual analysis of Software in Italy's recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of Software in Italy
- The leading companies are profiled with supporting key financial metrics
- Supported by the key macroeconomic and demographic data affecting the market

Highlights
- Detailed information is included on market size, measured by value and/or volume
- Five forces scorecards provide an accessible yet in depth view of the market’s competitive landscape

Why you should buy this report
- Spot future trends and developments
- Inform your business decisions
- Add weight to presentations and marketing materials
- Save time carrying out entry-level research

Market Definition

The computer software market consists of systems and application software. Systems software comprises operating systems, network and database management, development tools and programming languages, and other systems software. Application software comprises general business productivity and home use applications, cross-industry and vertical market applications, and utilities and other application software. Market value figures are assessed at manufacturer selling price (MSP), based on revenues from software sales and licenses. Any currency conversions used in the creation of this report have been calculated using constant 2007 annual average exchange rates. For the purpose of this report Europe is deemed to comprise of Belgium, the Czech Republic, Denmark, France, Germany, Hungary, Italy, Netherlands, Norway, Poland, Romania, Russia, Spain, Sweden, the Ukraine and the United Kingdom.

Contents:
- EXECUTIVE SUMMARY
- MARKET OVERVIEW
- Market definition
- Research highlights
- Market analysis
- MARKET VALUE
- MARKET SEGMENTATION I
- MARKET SEGMENTATION II
Ordering:

Order Online - http://www.researchandmarkets.com/reports/30785/

Order by Fax - using the form below

Order by Post - print the order form below and send to

Research and Markets,
Guinness Centre,
Taylors Lane,
Dublin 8,
Ireland.
Fax Order Form
To place an order via fax simply print this form, fill in the information below and fax the completed form to 646-607-1907 (from USA) or +353-1-481-1716 (from Rest of World). If you have any questions please visit http://www.researchandmarkets.com/contact/

Order Information
Please verify that the product information is correct and select the format(s) you require.

Product Name: Software in Italy
Web Address: http://www.researchandmarkets.com/reports/30785/
Office Code: SCD2RBV7

Product Formats
Please select the product formats and quantity you require:

<table>
<thead>
<tr>
<th>Quantity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
</tr>
<tr>
<td>Electronic (PDF) - Single User:</td>
</tr>
</tbody>
</table>

Contact Information
Please enter all the information below in BLOCK CAPITALS

Title: [ ] Mr [ ] Mrs [ ] Dr [ ] Miss [ ] Ms [ ] Prof
First Name: ____________________________________________ Last Name: ____________________________________________
Email Address: * ____________________________________________
Job Title: ____________________________________________
Organisation: ____________________________________________
Address: ____________________________________________
City: ____________________________________________
Postal / Zip Code: ____________________________________________
Country: ____________________________________________
Phone Number: ____________________________________________
Fax Number: ____________________________________________

* Please refrain from using free email accounts when ordering (e.g. Yahoo, Hotmail, AOL)
Payment Information

Please indicate the payment method you would like to use by selecting the appropriate box.

☐ Pay by credit card: You will receive an email with a link to a secure webpage to enter your credit card details.

☐ Pay by check: Please post the check, accompanied by this form, to:
Research and Markets,
Guinness Center,
Taylors Lane,
Dublin 8,
Ireland.

☐ Pay by wire transfer: Please transfer funds to:
Account number 833 130 83
Sort code 98-53-30
Swift code ULSBIE2D
IBAN number IE78ULSB98533083313083
Bank Address Ulster Bank,
27-35 Main Street,
Blackrock,
Co. Dublin,
Ireland.

If you have a Marketing Code please enter it below:

Marketing Code: ________________________________

Please note that by ordering from Research and Markets you are agreeing to our Terms and Conditions at http://www.researchandmarkets.com/info/terms.asp