Software in North America

Description: Introduction:

Software in North America industry profile provides top-line qualitative and quantitative summary information including: market size (value 2010-14, and forecast to 2019). The profile also contains descriptions of the leading players including key financial metrics and analysis of competitive pressures within the market. Essential resource for top-line data and analysis covering the North America software market. Includes market size and segmentation data, textual and graphical analysis of market growth trends, leading companies and macroeconomic information.

Highlights:

- The computer software market consists of systems and application software. Systems software comprises operating systems, network and database management and other systems software. Application software comprises general business productivity and home use applications, cross-industry and vertical market applications, 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 2014 annual average exchange rates.
- The North American software market had total revenues of $198.7bn in 2014, representing a compound annual growth rate (CAGR) of 6.7% between 2010 and 2014.
- The network and database management segment was the market's most lucrative in 2014, with total revenues of $46.9bn, equivalent to 23.6% of the market's overall value.
- The performance of the market is forecast to accelerate, with an anticipated CAGR of 7.1% for the five-year period 2014 - 2019, which is expected to drive the market to a value of $279.6bn by the end of 2019.

Features

Save time carrying out entry-level research by identifying the size, growth, major segments, and leading players in the software market in North America
Use the Five Forces analysis to determine the competitive intensity and therefore attractiveness of the software market in North America
Leading company profiles reveal details of key software market players' global operations and financial performance
Add weight to presentations and pitches by understanding the future growth prospects of the North America software market with five year forecasts
Macroeconomic indicators provide insight into general trends within the North America economy

Key Questions Answered:

What was the size of the North America software market by value in 2014?
What will be the size of the North America software market in 2019?
What factors are affecting the strength of competition in the North America software market?
How has the market performed over the last five years?
What are the main segments that make up North America's software market?

Contents:

Executive Summary
Market value
Market value forecast
Category segmentation
Geography segmentation
Market rivalry
Market Overview
Market definition
Market analysis
Market Data
Market value
Market Segmentation
Category segmentation
Geography segmentation
Market Outlook
Market value forecast
Five Forces Analysis
Summary
Buyer power
Supplier power
New entrants
Threat of substitutes
Degree of rivalry
Leading Companies
International Business Machines Corporation
Microsoft Corporation
Oracle Corporation
Symantec Corporation
Methodology
Industry associations
Related research
Appendix
About
List of Tables:
Table 1: North America software market value: $ billion, 2010-14
Table 2: North America software market category segmentation: $ billion, 2014
Table 3: North America software market geography segmentation: $ billion, 2014
Table 4: North America software market value forecast: $ billion, 2014-19
Table 5: International Business Machines Corporation: key facts
Table 6: International Business Machines Corporation: key financials ($)
Table 7: International Business Machines Corporation: key financial ratios
Table 8: Microsoft Corporation: key facts
Table 9: Microsoft Corporation: key financials ($)
Table 10: Microsoft Corporation: key financial ratios
Table 11: Oracle Corporation: key facts
Table 12: Oracle Corporation: key financials ($)
Table 13: Oracle Corporation: key financial ratios
Table 14: Symantec Corporation: key facts
Table 15: Symantec Corporation: key financials ($)
Table 16: Symantec Corporation: key financial ratios

List of Figures:

Figure 1: North America software market value: $ billion, 2010-14
Figure 2: North America software market category segmentation: % share, by value, 2014
Figure 3: North America software market geography segmentation: % share, by value, 2014
Figure 4: North America software market value forecast: $ billion, 2014-19
Figure 5: Forces driving competition in the software market in North America, 2014
Figure 6: Drivers of buyer power in the software market in North America, 2014
Figure 7: Drivers of supplier power in the software market in North America, 2014
Figure 8: Factors influencing the likelihood of new entrants in the software market in North America, 2014
Figure 9: Factors influencing the threat of substitutes in the software market in North America, 2014
Figure 10: Drivers of degree of rivalry in the software market in North America, 2014
Figure 11: International Business Machines Corporation: revenues & profitability
Figure 12: International Business Machines Corporation: assets & liabilities
Figure 13: Microsoft Corporation: revenues & profitability
Figure 14: Microsoft Corporation: assets & liabilities
Figure 15: Oracle Corporation: revenues & profitability
Figure 16: Oracle Corporation: assets & liabilities
Figure 17: Symantec Corporation: revenues & profitability
Figure 18: Symantec Corporation: assets & liabilities

Ordering:

Order Online - [http://www.researchandmarkets.com/reports/3260475/](http://www.researchandmarkets.com/reports/3260475/)

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 North America
Web Address: http://www.researchandmarkets.com/reports/3260475/
Office Code: SCD2RB8Z

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

<table>
<thead>
<tr>
<th></th>
<th>Quantity</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF) - Single User:</td>
<td>□</td>
<td>USD 350</td>
</tr>
<tr>
<td>Electronic (PDF) - Enterprisewide:</td>
<td>□</td>
<td>USD 875</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

Please fax this form to:
(646) 607-1907 or (646) 964-6609 - From USA
+353-1-481-1716 or +353-1-653-1571 - From Rest of World