Software: Strategic Opportunities And Market Forecasts

Description:

Software is profitable with margins over 40% in some cases. Systems, middleware, and applications represent discrete segments of the business. Consolidation of markets is likely. A few companies dominate segments, but diversity is the rule.

Combined, the top three software companies accounted for 24% of the 1996 software market revenue of $109 billion. This leaves $83 billion to be made by multiple other smaller market participants. Opportunity exists to participate in multiple sectors by acquisition. Software engineering techniques have reduced new product cycles to a year or less, permitting market entry by product development as well. The markets are expected to reach $232 billion by 2001.

Selected software market segments are growing at 85% per year. Others are growing at 45%. Rapid growth is occurring in segments that support network centric computing. Average growth is 15% per year.

This report addresses:

- How to participate in high growth software segments
- Strategic positioning of software providers
- Market directions and strategic market alliances
- Risk/reward scenarios -- access to existing customer bases
- Strategies for success

Following is a list of the companies profiled in this report:

- Autodesk
- Avant
- Broderbund
- COM21
- Computer Associates International
- Hewlett-packard
- IBM
- Informix
- BMC Software
- Borland International
- Broderbund
- Inso
- Integrated Measurement Systems
- Microsoft
- Netscape Communications
- Open Vision
- Oracle Corporation
- Parametric Technology
- Peachtree Software
- Softbank
- SUN Microsystems
- Uniphase
- Veritas
- Wind River Systems
- 3COM

This report consists of over 270 pages and includes 55 tables and figures.
EXECUTIVE SUMMARY

1. MARKET DEFINITION
Classification
Impact of Internet
Operating systems
Applications
Middleware
E-mail
Databases
Distributed enterprise solutions
Interconnects
Power of information
Distributed enterprise solutions

2. SOFTWARE MARKET FORECASTS
Summary forecasts
Operating systems
Mainframe / Midrange/ PC
Database systems
Relational database
Mainframe database
Client/server database
Data warehouses
Middleware messaging
Data extraction
Tools
Software testing
System management
Network management
Applications
PC applications
Client server office suites
Workstation
Healthcare information systems
Manufacturing
Internet
Internet/Intranet browsers
Internet/Intranet server software
Intranet site building tools
Firewalls and anti-virus products
Document automation
Internet service providers
Year 2000 conversion

3. PRODUCTS
Operating systems
Microsoft client operating systems / NT
Enterprise resource planning software (ERP)
Year 2000 conversion
Database products
Desktop database products
Midrange database
Database management systems
Data warehouses
Object oriented DBMS
Application development and business intelligence tools
Business applications / SSA
Groupware
Lotus Notes / Lotus Domino
Microsoft Exchange
Software development tools
Microsoft C++
Electronic commerce and Internet software
Desktop applications software
Office suites / Microsoft Backoffice
Messaging
Electronic mail
Messaging middleware
Spreadsheets
Internet/Intranet products and services
Technology
Java
Platforms / Lotus / Microsoft
Product development cycles
APIs / Directories
Universal messaging
Modular code
Replication
Decision-support applications
Network control and systems management
Fiber based consumer architectures
Cable TV broadband
Encryption

4. SOFTWARE COMPANY PROFILES

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