Software in Mexico

Description: The Software in Mexico 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 Mexico’s recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of Software in Mexico
- 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 the Americas is deemed to comprise of Argentina, Brazil, Canada, Chile, Colombia, Mexico, Venezuela, and the US.
Summary
Buyer power
Supplier power
New entrants
Substitutes
Rivalry
LEADING COMPANIES
Microsoft Corporation
Oracle Corporation
SAP AG
MARKET FORECASTS
Market value forecast
MACROECONOMIC INDICATORS
APPENDIX
Methodology
Industry associations
Related Datamonitor research
Disclaimer
ABOUT DATAMONITOR
Premium Reports
Summary Reports
Datamonitor consulting

LIST OF TABLES
Table 1: Mexico software market value: $ million, 2005–09
Table 2: Mexico software market segmentation I:% share, by value, 2009
Table 3: Mexico software market segmentation II: % share, by value, 2009
Table 4: Microsoft Corporation: key facts
Table 5: Microsoft Corporation: key financials ($)
Table 6: Microsoft Corporation: key financial ratios
Table 7: Oracle Corporation: key facts
Table 8: Oracle Corporation: key financials ($)
Table 9: Oracle Corporation: key financial ratios
Table 10: SAP AG: key facts
Table 11: SAP AG: key financials ($)
Table 12: SAP AG: key financials (€)
Table 13: SAP AG: key financial ratios
Table 14: Mexico software market value forecast: $ million, 2009–14
Table 15: Mexico size of population (million), 2005–09
Table 16: Mexico GDP (constant 2000 prices, $ billion), 2005–09
Table 17: Mexico GDP (current prices, $ billion), 2005–09
Table 18: Mexico inflation, 2005–09
Table 19: Mexico consumer price index (absolute), 2005–09
Table 20: Mexico exchange rate, 2005–09

LIST OF FIGURES
Figure 1: Mexico software market value: $ million, 2005–09
Figure 2: Mexico software market segmentation I:% share, by value, 2009
Figure 3: Mexico software market segmentation II: % share, by value, 2009
Figure 4: Forces driving competition in the software market in Mexico, 2009
Figure 5: Drivers of buyer power in the software market in Mexico, 2009
Figure 6: Drivers of supplier power in the software market in Mexico, 2009
Figure 7: Factors influencing the likelihood of new entrants in the software market in Mexico, 2009
Figure 8: Factors influencing the threat of substitutes in the software market in Mexico, 2009
Figure 9: Drivers of degree of rivalry in the software market in Mexico, 2009
Figure 10: Microsoft Corporation: revenues & profitability
Figure 11: Microsoft Corporation: assets & liabilities
Figure 12: Oracle Corporation: revenues & profitability
Figure 13: Oracle Corporation: assets & liabilities
Figure 14: SAP AG: revenues & profitability
Figure 15: SAP AG: assets & liabilities
Figure 16: Mexico software market value forecast: $ million, 2009–14
Ordering:

Order Online - [http://www.researchandmarkets.com/reports/368104/](http://www.researchandmarkets.com/reports/368104/)

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.

<table>
<thead>
<tr>
<th>Product Name:</th>
<th>Software in Mexico</th>
</tr>
</thead>
<tbody>
<tr>
<td>Web Address:</td>
<td><a href="http://www.researchandmarkets.com/reports/368104/">http://www.researchandmarkets.com/reports/368104/</a></td>
</tr>
<tr>
<td>Office Code:</td>
<td>SCD2LHQ1</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Quantity</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Electronic (PDF)</td>
<td></td>
</tr>
<tr>
<td>Enterprise-wide:</td>
<td>USD 625</td>
</tr>
<tr>
<td>Single User:</td>
<td>USD 250</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