Software in Australia

Description: The Software in Australia 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 Australia's recent performance and future prospects
- Incorporates in-depth five forces competitive environment analysis and scorecards
- Includes a five-year forecast of Software in Australia
- 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 Asia-Pacific is deemed to comprise of Australia, China, Japan, India, Singapore, South Korea and Taiwan.

Contents:
- EXECUTIVE SUMMARY
- MARKET OVERVIEW
- Market definition
- Research highlights
- Market analysis
- MARKET VALUE
- MARKET SEGMENTATION I
- MARKET SEGMENTATION II
- FIVE FORCES ANALYSIS
Summary
Buyer power
Supplier power
New entrants
Substitutes
Rivalry
LEADING COMPANIES
International Business Machines Corporation
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: Australia software market value: $ million, 2005–09
Table 2: Australia software market segmentation I: % share, by value, 2009
Table 3: Australia software market segmentation II: % share, by value, 2009
Table 4: International Business Machines Corporation: key facts
Table 5: International Business Machines Corporation: key financials ($)
Table 6: International Business Machines Corporation: key financial ratios
Table 7: Microsoft Corporation: key facts
Table 8: Microsoft Corporation: key financials ($)
Table 9: Microsoft Corporation: key financial ratios
Table 10: Oracle Corporation: key facts
Table 11: Oracle Corporation: key financials ($)
Table 12: Oracle Corporation: key financial ratios
Table 13: SAP AG: key facts
Table 14: SAP AG: key financials ($)  
Table 15: SAP AG: key financials (€)
Table 16: SAP AG: key financial ratios
Table 17: Australia software market value forecast: $ million, 2009–14
Table 18: Australia size of population (million), 2005–09
Table 19: Australia GDP (constant 2000 prices, $ billion), 2005–09
Table 20: Australia GDP (current prices, $ billion), 2005–09
Table 21: Australia inflation, 2005–09
Table 22: Australia consumer price index (absolute), 2005–09
Table 23: Australia exchange rate, 2005–09

LIST OF FIGURES
Figure 1: Australia software market value: $ million, 2005–09
Figure 2: Australia software market segmentation I: % share, by value, 2009
Figure 3: Australia software market segmentation II: % share, by value, 2009
Figure 4: Forces driving competition in the software market in Australia, 2009
Figure 5: Drivers of buyer power in the software market in Australia, 2009
Figure 6: Drivers of supplier power in the software market in Australia, 2009
Figure 7: Factors influencing the likelihood of new entrants in the software market in Australia, 2009
Figure 8: Factors influencing the threat of substitutes in the software market in Australia, 2009
Figure 9: Drivers of degree of rivalry in the software market in Australia, 2009
Figure 10: International Business Machines Corporation: revenues & profitability
Figure 11: International Business Machines Corporation: assets & liabilities
Figure 12: Microsoft Corporation: revenues & profitability
Figure 13: Microsoft Corporation: assets & liabilities
Figure 14: Oracle Corporation: revenues & profitability
Figure 15: Oracle Corporation: assets & liabilities
Figure 16: SAP AG: revenues & profitability
Figure 17: SAP AG: assets & liabilities
Figure 18: Australia software market value forecast: $ million, 2009-14

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