



Japan Small and Medium Business Markets

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's Japan Small and Medium Business (SMB) markets service analyzes the IT product and services demand and market opportunities in the SMB segment. This service provides ICT vendors with insight so that they can have a better understanding of growing SMB in Japan market, and develop critical strategies for tapping into potential business opportunities.

Markets and Subjects Analyzed

- IT Spending Characteristics of SMB
- Market Characteristics by Industries and Regions
- Channel Characteristics of SMB
- Market Trends in SMB Segment
- Buyer Behavior in SMB Segment

Core Research

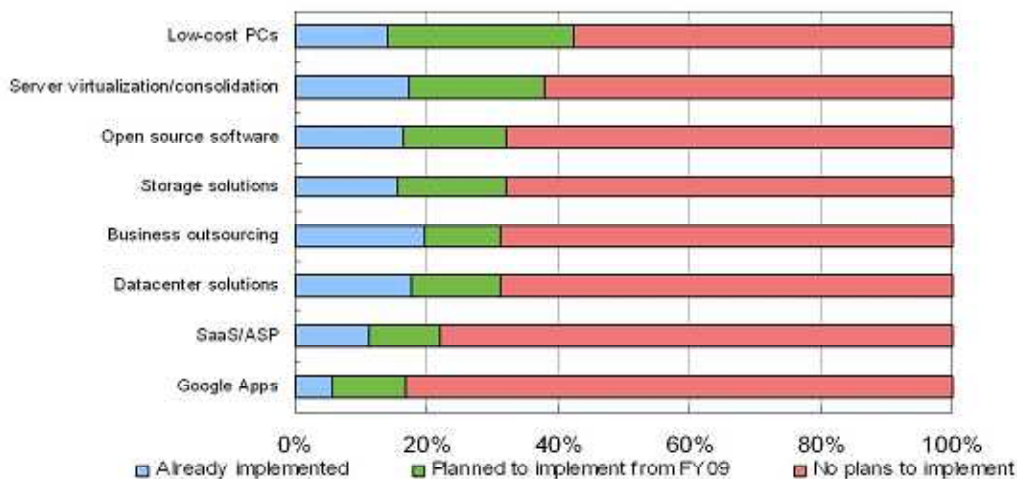
- Japan SMB Government Support Programs and Forecast Update
- Japan SMB IT Spending Trend and User Demand Survey 2010
- Japan SMB 2010-2014 Forecast
- Japan SMB Product Demand and Vendor Strategies Analysis 2010
- Japan SMB Distribution Trend Analysis 2010
- Japan SMB Regional IT spending Trend and Demand Analysis 2010

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Small and Medium Business Markets](#).

Key Questions Answered

1. What is the trend of the IT market within SMB segment with respect to products and services?
2. What are the key motivators and barriers influencing SMB buying behavior?
3. How do investment priorities vary by segment and what are the major managerial issues impacting SMBs?
4. What channels do SMB rely on and how is it changing with respect to direct sales or internet sales?
5. In which regions are there business opportunities of SMB market?

Small and Medium Business: Major Solutions Implemented



Source: IDC

Competitive Analysis

IDC's *Japan Small and Medium Business Markets* service examines how technology providers to the SMB are positioning themselves to compete in the Japan SMB market. This service reviews strategies, market positioning, and future direction of several providers, including:

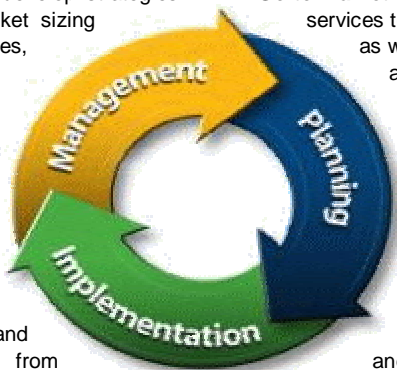
AT&T, Canon group, Cisco Systems, Dell, EMC, Fujitsu group, NEC group, NTT group, OBC, Otsuka, Oracle, Ricoh group, Fuji Xerox, Google, Hitachi group, HP, IBM, Intel, KDDI, Microsoft, Salesforce.com, SAP, Softbank group, Symantec, and Trend Micro.

Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results. Take advantage of these and other related offerings:

Consulting: Target growth opportunities and develop strategies for emerging markets and technologies, market sizing and segmentation, and global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global technology analysts and local market analysts. Tailored offerings, such as business value (ROI) analysis, use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Events: Network with industry colleagues and gain practical and strategic insights from groundbreaking research presented by IDC and industry experts. IDC events bring together technology buyers looking for the latest best practice research and sellers offering insights into how decision makers can use technology to gain competitive advantage and improve business value.



Go-to-Market Services: Leverage IDC content and custom services to support your most critical marketing initiatives as well as reach appropriate technology purchasers and influencers. The Go-to-Market Services expertise, flexible business model, and range of offerings provide you with effective marketing solutions ranging from a single call-to-action incentive to a broad global media campaign.

Industry Insights: Develop effective vertical market strategies that create competitive advantage with the research-based advisory and consulting services from Industry Insights. Industry Insights' end-user best practice and benchmarking research helps executives drive technology-enabled business innovation within industries including energy, financial, government, health, manufacturing and retail.

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