



Japan Semiannual Business Intelligence Software Tracker

IDC's *Japan Semiannual Business Intelligence Software Tracker* takes a close look at four significant growth markets in the BI tools software area. This service offers, on a semiannual basis, a comprehensive and in-depth analysis of the market size, vendor revenue, and buying behavior patterns of the BI tools software market in Japan. It tracks the performance of leading vendors and provides detailed analysis of the key success factors responsible for their current market positioning.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in factory revenue.

Technologies and subtechnologies:

- Advanced analytics
- End-user query, reporting, and analysis

Segmentations:

- Company size: Large (1,000+), medium large (500–999), medium small (100–499), small (10–99), SOHO (1–9), government/education
 - Vertical market: Finance, manufacturing, distribution, telecommunications/utilities, transportation/service, construction, government/education, others
 - License (add-on): Maintenance, SaaS subscriptions, other
 - OS (add-on): Mainframe, Unix, Windows, Linux, i5/OS, and others
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Geographic Scope

- Japan
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include four years of historical data, one year of semiannually forecasts, and an additional four years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

- Company size: Large (1,000+), medium large (500–999), medium small (100–499), small (10–99), SOHO (1–9), government/education
 - Vertical market: Finance, manufacturing, distribution, telecommunications/utilities, transportation/service, construction, government/education, others
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Delivery Schedule and Deliverables

This tracker is delivered on a semiannual basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- 1H11 Release: October 2011
- 2H11 Release: April 2012

IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
 - Distribution data feeds
 - Worldwide and regional vendor guidance
 - ODM data
 - In-country local channel partner discussions
 - Import records
 - Feedback from component suppliers
 - Vendor briefings and public financial reports
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Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

Planning Process

- Regional planning — setting regional and country sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work



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