

China Semiannual Provincial Software Tracker

China's software market has attracted the attention of many vendors, which has led to extremely aggressive competition in this market. As a result, vendors are constantly driven to search for new customers and market segments in order to remain profitable. IDC's *China Semiannual Provincial Software Tracker*® aims to provide vendors with pertinent information on detailed market segmentations to help them in identifying and targeting the segments that have the highest growth potential.

Technology Coverage

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

Core coverage:

- 18 form factor markets
- 81 functional markets

Optional content add-ons:

- **Company size:** Very large business (1,000+ employees), large business (500–999 employees), medium-sized business (100–499 employees), small business (10–99 employees), and small office (1–9 employees)
 - **Vertical markets:** Government, banking, insurance, securities and investment services, communications and media, discrete manufacturing, process manufacturing, education, retail, transportation, and others
-

Geographic Scope

- PRC (1)
-

Data Deliverables

This tracker is delivered on a semiannual basis via an email. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- Final forecast data tables are delivered in Excel pivot table format.
 - Final databook is delivered in Excel pivot table format.
-

Forecast Coverage

Forecasts for this tracker are updated semiannually and include one year of historical data and five years of semiannual/annual forecasts. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

Core forecast coverage:

- 18 form factor markets
- 81 functional markets