

# Asia/Pacific Software Applications and Channel Strategies

AN IDC CONTINUOUS INTELLIGENCE SERVICE

This *Asia/Pacific Software Applications and Channel Strategies* research program provides an extensive assessment of the on-premises, cloud-based software applications and software-as-a-service (SaaS) market that is evolving rapidly to suit the requirements of digital businesses. The analyst provides thought leadership and deep insights about current and emerging trends, technology buying behavior, and investment outlook while identifying revenue growth opportunities, go-to-market strategies, and market share for technology vendors. Competitive dynamics and evolving opportunities across Asia/Pacific for functional markets of enterprise resource planning (ERP); enterprise resource management (ERM); customer relationship management (CRM); supply chain management (SCM); human capital management (HCM); financial, collaborative, content workflow; and management applications are carefully delineated.

## Markets and Subjects Analyzed

- Next-generation enterprise applications and suites, including ERP, ERM, digital commerce, human capital management, and financial applications
- SaaS, cloud-enabled, and on-premises applications and systems
- Technology buyer selection of applications, suites, intelligent ERP (i-ERP), intelligent applications (i-apps), and intelligent systems
- Modernization, rationalization, and transformation requirements for software applications and systems
- AI-infused software applications and the impact of generative AI
- Value-driven workflows
- DX and digital resiliency enabled by next-generation applications
- Key trends in the software and cloud partnering ecosystem
- Impact of next-generation partner types (e.g., developers, ISVs, digital-native businesses) on the evolving partner ecosystem

## Core Research

- IDC FutureScape: Worldwide Intelligent ERP 2024 Predictions — Asia/Pacific Implications
- ERM and Financial Applications Market Forecast and Vendor Shares in Asia/Pacific
- Asia/Pacific Organizations' Need for and Receptivity Toward AI/GenAI-Infused Enterprise Applications
- Asia/Pacific Digital Business: Leveraging Financial Applications to Compete and to Achieve Outcomes at Scale
- Enterprise Resource Management Applications Modernization — Cloud-Based and Cloud-Native Applications Help Asia/Pacific Organizations Unlock Exponential Value and Productivity Gains
- Trends Impacting Asia/Pacific Technology Buyers' Selection of Software-as-a-Service Vendors and Channel Partners

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: [Asia/Pacific Software Applications and Channel Strategies](#).

## Key Questions Answered

1. What are the business and technology priorities driving software buying behavior? What are the challenges faced by Asia/Pacific organizations, and what do they need from technology vendors?
2. Where are the growth opportunities for technology vendors?
3. Who are the market leaders, competitors, and future leaders?
4. What software innovations are critical and shaping the future?
5. What business and technology factors drive organizations to consider cloud-based and cloud applications, modernize their software environment, and transform their processes?
6. What are the key market forces impacting partnering and alliance strategies? What are the most effective ways to allocate resources to support channel strategies and programs? What does the enterprise applications partnering landscape look like?

## Companies Analyzed

This service reviews the strategies, market positioning, and future direction of providers in the enterprise software applications market, including:

ACCESS, Adobe, ADP, Anaplan, Coupa, Douzone, Epicor Software Corporation, FinancialForce, IBM, IFS, Infor, Inspur, Intuit, Kingdee, Microsoft, MYOB, OpenText, Oracle, Sage, salesforce.com, SAP,

TechnologyOne, UKG, Unit4, Wolters Kluwer, Workday, Xero, Yonyou, Zendesk, Zoho etc. (This list is non-exhaustive.)