



Central and Eastern European Enterprise Application Software

AN IDC REPORT SERIES

IDC's Central and Eastern European Enterprise Application Software research reveals how enterprise application software (EAS) is changing business in Central and Eastern Europe, and where opportunities lie. The service analyzes key trends in the market, providing sizing and forecasting for comprehensive EAS suites and core functional modules such as accounting, HRM, material management/distribution, manufacturing, and other extended functionalities. Each study also breaks down EAS sales by operating system and hardware platform and assesses the market share and strategies of leading EAS vendors.

Markets and Subjects Analyzed

- Core ERP, CRM
- Supply chain automation
- Business analytics
- Operations management
- Latest developments in the EAS market
- Viability of international EAS vendors to pursue a midmarket strategy
- The emerging role of channels
- Competition between international and domestic EAS vendors

Core Research

- Enterprise Application Software 2011–2015 Forecast and 2010 Vendor Shares research studies for:
- Baltic States, Bulgaria, Croatia, Czech Republic, Greece, Hungary, Poland, Romania, Russia, Slovakia

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: [Central and Eastern European Enterprise Application Software](#).

Key Questions Answered

1. What are the defining characteristics of the EAS market in the countries of this region?
2. What is the current size of the EAS market in the countries of this region?
3. Which countries promise the most EAS growth in the short to medium term?
4. How can vendors across the IT spectrum (hardware platform vendors, operating system vendors, and EAS vendors) capitalize on the continued expansion?
5. Which industry segments are investing in EAS solutions?
6. Which are the leading players and how are they positioning themselves to capitalize on market growth?

Scope of Central and Eastern European Enterprise Application Software



Competitive Analysis

IDC's Central and Eastern European Enterprise Application Software service examines how EAS providers are positioning themselves to compete in the EAS market. This service reviews strategies, market positioning, and future direction of providers in the EAS market, including:

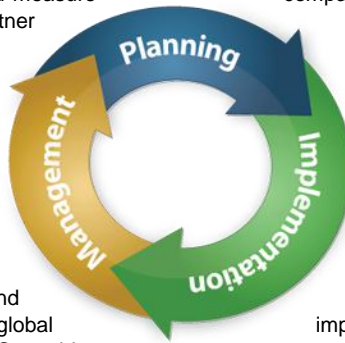
Epicor, Infor, Intenia, Microsoft Dynamics, Oracle, QAD, SAP, and other regional and national players

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.

Consulting: Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.

Go-to-Market Services: Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides



companies large and small. Deliverables range from a single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

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.

Unparalleled Coverage of End-User Requirements Across Vertical Industries

Whether you are a technology buyer or provider, IDC Insights' research translates today's global end-user requirements and trends into business opportunities for your organization. With dedicated businesses targeting energy, financial services, government, healthcare, manufacturing, and retail, IDC provides unmatched integration of global technology and vertical industry expertise to deliver industry-specific customer intelligence that gives clients a powerful business advantage.

Connect and engage with a global network of business and IT professionals in the first-of-its-kind end-user community at <http://idc-insights-community.com>.



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