Middle East (Arab) and North Africa Software Market Opportunity Analysis

AN IDC CONTINUOUS INTELLIGENCE SERVICE

Spending on software licenses and maintenance continues to grow rapidly in the Middle East and North Africa as organizations strive to expand their IT usage and support growing business needs to improve competitiveness. This presents significant opportunities and challenges for software vendors and their channel partners. IDC's *Middle East (Arab) and North Africa Software Market Opportunity Analysis* research service offers quantitative and qualitative information and analysis of the software technologies shaping the region's markets, covering software categories such as enterprise applications, business analytics, security, storage, and others, and providing data and insights on software license and maintenance market size, software vendor shares, future outlook, impact of trends and developments, event proceedings, and so on.

Markets and Subjects Analyzed

- Market impact of emerging software technologies
- Key drivers and inhibitors for software spending
- Software vendor strategies
- User trends and perceptions

Insights into software technology submarkets such as:

- enterprise application software — ERM, CRM, SCM
- Business analytics
- Content management
- Collaboration software (e.g., unified communication)
- Databases
- Security software
- Storage software
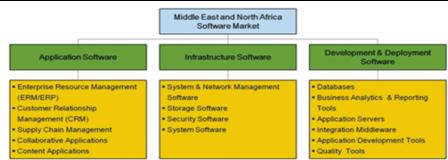- System and network management software

Core Research

- Middle East and North Africa Software Market Predictions 2012
- Gulf States Business Analytics Software Market Forecast
- Middle East Content Management Software Market Forecasts and Vendor Shares

- Middle East and North Africa ERP, CRM Software Market Forecast and Vendor Shares
- Middle East Security Software Market Size and Vendor Shares
- Middle East Collaboration Software Trends

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: Middle East (Arab) and North Africa Software Market Opportunity Analysis.

Key Questions Answered

1. What software technologies offer significant opportunities for vendors and channels and what challenges should they prepare for?
2. What are the key trends and developments and in what ways will they impact software usage and spending?
3. How do software market trends vary across the countries (e.g., Saudi Arabia vs. the UAE)?
4. What is the competitive position of vendors in the market (vendor shares, strategies)?
5. What strategies can vendors adopt to tap into software market opportunities in MENA?

Middle East and North Africa Software Market

Source: IDC

Competitive Analysis

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

Microsoft, Oracle, SAP, IBM, Symantec, HP, CA, McAfee, and EMC.

Related Offerings

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