

Description

The Cambashi Country Observatory provides a snapshot of market opportunity by investigating technical application spend across 57 countries, for 5 application segments worldwide.

Benefits

- _ forecast market demand by country
- _ perform country-by-country comparisons to derive targets for sales & marketing initiatives
- _ create a starting point for detailed investigations of one or more country markets
- _ account for currency differences between countries and regions

Understanding the scope

Segments

- _ Architecture Engineering Construction (AEC)
- _ Geospatial (GIS)
- _ Manufacturing (MFG)
- _ Visualisation (VIZ)
- _ Other (OTH)

Currencies

- _ Operational Currency
- _ EURO Currency (EUR)
- _ US Dollar Currency (USD)
- _ Constant Currency (USD, baseline 2012)

Geographical Scope

- | | | |
|------------------------------------|---|--|
| _ Americas (AMER)
_ 8 Countries | _ Asia Pacific (APAC)
_ 14 Countries | _ Europe / Middle East / Africa (EMEA)
_ 35 Countries |
|------------------------------------|---|--|

Data is available for 57 territories in the Country Observatory. A detailed list of the coverage can be found on our website www.cambashi.com

Historic / Forecast Data

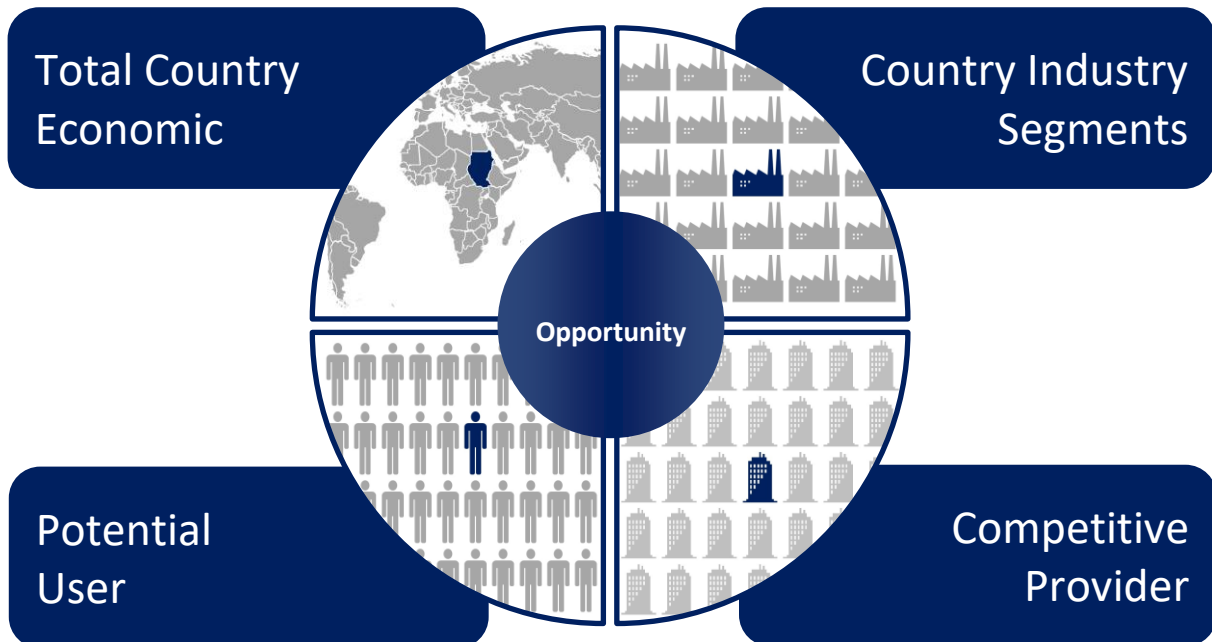
This Observatory includes data for the last full year, plus 4 historic years and 4 forecast years.

Release frequency

The Cambashi Country Observatory is updated twice a year; presenting aggregate end user expenditure (EUE) figures across different segments, currencies and countries.

Sources and Methods

Data sources used for generation of Cambashi market data include but are not limited to international statistical sources, econometrics data, national statistics, 3rd party research, public financial sources, analysts, Cambashi research, and company reports.



Cambashi market data is a comprehensive, consistent and multi-perspective dataset containing detailed information on software investment by country, industry and provider, and on the size of potential user communities.

Pricing

Prices vary according to how much data is required. [Contact us](#) to get a quote.

1984-2014

30

Years of Excellence
and Client success

Cambashi is an industry analyst and consulting firm focused on the use of IT in industry - manufacturing, energy, utilities and construction. We research the global markets for design, engineering and product lifecycle management (PLM) applications to maintain comprehensive, multi-perspective datasets for those markets. In 2014 Cambashi celebrated its 30th anniversary of providing excellent market insights and client success.

For more information visit us under www.Cambashi.com

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