

## Description

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

## Benefits

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- \_ 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

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### **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**

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|------------------------------------|---|--|
| _ Americas (AMER)<br>_ 8 Countries | _ Asia Pacific (APAC)<br>_ 14 Countries | _ Europe / Middle East / Africa (EMEA)<br>_ 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](http://www.cambashi.com)

## Historic / Forecast Data

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

## Release frequency

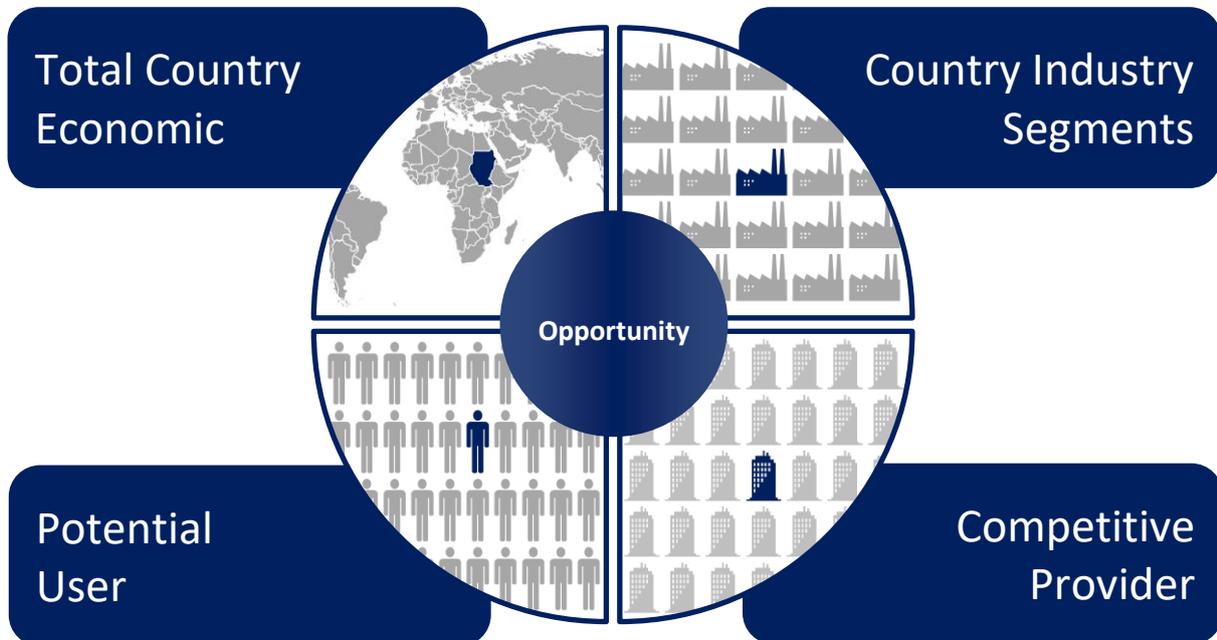
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The Cambashi Country Observatory is updated twice a year; presenting aggregate end user expenditure (EUE) figures across different segments, currencies and countries.

## Sources and Methods

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Data sources used for generation of Cambashi market data include but are not limited to international statistical sources, econometrics data, national statistics, 3<sup>rd</sup> 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

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

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1984-2014

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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 30<sup>th</sup> anniversary of providing excellent market insights and client success.

For more information visit us under [www.Cambashi.com](http://www.Cambashi.com)

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