

## Description

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The Cambashi Employment Observatory highlights the potential user base for technical software in over 100 different industries and occupations and across 57 countries.

## Benefits

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- \_ assess potential user base for a product or service
- \_ target your product or service at particular occupations and industries
- \_ identify market penetration potential by targeting specific user populations

## Understanding the scope

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### Occupations

The Cambashi Employment Observatory maintains detailed employment numbers for over [120 occupations](#); for ease of high level navigation these are grouped into the following occupation groups:

<ul style="list-style-type: none"> <li>_ Architects, Planners, &amp; Architects, Planners, &amp; Designers</li> <li>_ Building, Craft, Machinery &amp; Trades workers</li> <li>_ Engineers</li> <li>_ Engineering Technicians</li> <li>_ ICT Professionals &amp; Associates</li> </ul>	<ul style="list-style-type: none"> <li>_ Plant &amp; Machine Operators &amp; Assemblers</li> <li>_ Sales, Service and Elementary Workers</li> <li>_ Scientists &amp; Mathematicians</li> <li>_ Other Associate Professionals</li> <li>_ Other Professionals</li> </ul>
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### Industries

The Cambashi Employment Observatory maintains employment figures detailed for over [100 industries](#); for ease of high level navigation these are grouped into the following 11 industry sectors:

<ul style="list-style-type: none"> <li>_ Architecture Engineering Construction (AEC)</li> <li>_ Aerospace and Defence</li> <li>_ Automotive</li> <li>_ Consumer Goods</li> <li>_ High Tech</li> </ul>	<ul style="list-style-type: none"> <li>_ Machinery</li> <li>_ Process/Pharma</li> <li>_ Public Sector</li> <li>_ Services</li> <li>_ Telecommunications/Utilities</li> <li>_ Transportation</li> </ul>
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### Geographical Scope

<ul style="list-style-type: none"> <li>_ Americas (AMER)</li> <li>_ 8 Countries</li> </ul>	<ul style="list-style-type: none"> <li>_ Asia Pacific (APAC)</li> <li>_ 14 Countries</li> </ul>	<ul style="list-style-type: none"> <li>_ Europe / Middle East / Africa (EMEA)</li> <li>_ 35 Countries</li> </ul>
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Data is available for [57 countries](#) in the Employment Observatory.

## Historic / Forecast Data

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This Observatory includes data for a single “base year”.

## Release frequency

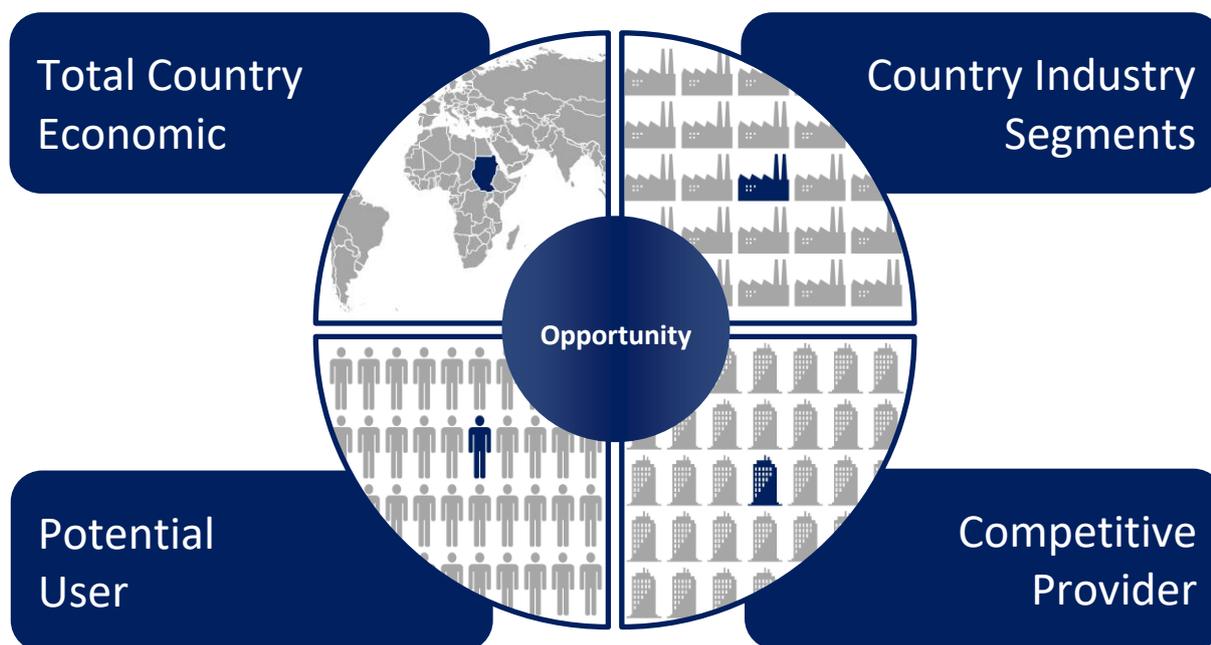
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The Cambashi Employment Observatory is updated on a yearly basis and released at the beginning of the year presenting aggregate employment figures across different industries, occupations and various countries for that single “base year”.

## 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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