

## ***Client Based Productivity Software -- Markets Continue to Grow Reaching \$39.2 Billion By 2016***

LEXINGTON, Massachusetts (July 4, 2010) – WinterGreen Research announces that it has a new study on: Client Office Productivity Software Market Shares and Forecasts, Worldwide, 2010-2016. Office software is useful as a way to implement automated process for any task relating to writing, calculating, collaborating, or presenting. Software is needed for management and sales implementations of different productivity tasks in different industries. The study has 464 pages and 155 tables and figures.

Office productivity software enables use of computers intuitively. Continuous systems upgrades improve the functions available to users. Learning is iterative. Software development is iterative. As one generation of software rolls out, customer feedback is used to evolve more useful features. The products evolved are able to improve productivity across the board in all industries. The software is a big reason the computer industry keeps evolving. Enterprises are constantly challenged to address changing market conditions.

Office productivity suites feature systems that are intuitive to use for very specific formatting and customization of the device look and feel. People do not like to have their personal formats changed by someone else using the device. The software is personal. People can start a project without help from anyone, can ask for help if they need it, and can produce a result, a document, analysis, or presentation without anything but software. In this manner people can leverage what they know to communicate to a group.

A sales manager can build a power point presentation that is customized to a particular customer, being responsive to what is new in the product suite. An office suite is comprehensive. Software licenses provide the most advanced productivity suites available.

Office productivity suite markets are dominated by Microsoft which has been increasing its market share over the past few years. Competition in this segment is from well-established companies with differing approaches to the PC market. IBM Lotus is the number two participant in the market. IBM has positioned its office productivity suites to address the needs of the enterprise.



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## OFFICE PRODUCTIVITY SUITE MARKET DRIVING FORCES

- Systems approach to office productivity
- Intuitive to use
- Sufficient configuration syntax to make offerings personal
- People can start a project without help from anyone
- Workers can ask for help if they need it
- Software help available online
- Productivity suites used to produce a result
- Productivity suites used to produce a document, analysis
- Productivity suites used to produce presentation
- People can leverage what they know to communicate to a group
- Support for team productivity
- Support for teams project management

Source: WinterGreen Research, Inc.

Connectivity and integration are the core tenants of IBM Lotus office productivity suites. Systems are designed to support linking applications and services for operational efficiency and cost savings. The nuance of running an enterprise is what matters, and the details of process are implemented in the software.

It is the versatility of the depth of syntax control over documents and spreadsheets that give office software its ability to provide personal productivity. People can work both online and offline. A sales manager can build a power point presentation that is customized to a particular customer, being responsive to what is new in the product suite. An office suite is comprehensive. Software licenses provide the most advanced productivity suites available.



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Office Productivity Suites are client based systems that are useful for individuals and teams. For individuals, office systems automate what used to be manual process. Systems support communications in the enterprise and business environments. Systems are used for collaboration. They are used to accomplish project management.

With the advent of cloud computing it has been suggested that the client based office productivity suites would decline in importance, replaced by cloud based products such as Google docs. This has not been the case and will not for the foreseeable future for two reasons. 1. Current products have robust, ever growing functionality not easily duplicated in a cloud environment. 2. Workers want to be able to work online and offline. Productivity tools are valuable because they go anywhere where there is not necessarily online access, on airplanes, to the woods, on the train, and in the attic. Once online, documents can be shared, but they can be created and worked on offline.

In business, users create documents to communicate. Automating the process of communication depends on the ability to create dynamic smart documents that update by using document controls and data binding to connect to back-end systems. Users manage document properties in the Document Information Panel.

The ability to view and edit document properties while working on a document is useful. The Document Information Panel displayed at the top of a document is complemented by the fact that properties for files are saved to a document management server. A Document Information Panel is used to edit the document properties for a server document, the updated properties will be saved directly to the server. The sharing of syntax provides ease of use.

Office productivity suites have evolved an elaborate suite of syntax that needs to go with the documents. This syntax keeps evolving in a manner that gives Microsoft significant strategic advantage in the market.

Forecast for office productivity markets represent consideration of how the online applications will impact the traditional productivity software markets. Client based office productivity software shipments at \$23 billion in 2009 are anticipated to continue a steady growth pattern reaching \$39 billion by 2016. The growth will be sustained via increasing penetration of the current installed base, upgrades by current users.



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As laptops and netbooks extend into underdeveloped countries, many of the productivity suits adopted will be from the open source community, meaning that Microsoft and IBM will be thrust back onto their current customer base. The depth of functionality is impressive and useful to people working. What is happening though is that the feature function packages continue to get better. As vendors interview users, more functions are built out. The large installed base provides a way to keep improving the productivity software, spreading the cost of improvements out over a very large number of users, leveraging the primary advantage of packaged software.

WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software. The company has 35 distributors worldwide, including Thompson Financial and Global Information GII Info-Shop, Market Research.Com, and Research and Markets.Com.

Keywords: Office Productivity Suites, Client Office Productivity Software, Productivity Design & Development, Forms Management, Office PowerPoint, Office Word, Office Excel Lotus, Collaboration Capability, Unified Communications,,S OA Web Services <http://wintergreenresearch.com/reports/OfficeProductivity.htm>

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