

**OEM PC Diagnostics Software Market Opportunities,
Strategies, and Forecasts, 2008 to 2014**

OEM PC Diagnostics Software



Picture by Susie Eustis

MOUNTAINS OF OPPORTUNITY

**WinterGreen Research, Inc.
Lexington, Massachusetts**

www.wintergreenresearch.com

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CHECK OUT THESE KEY TOPICS

OEM PC DIAGNOSTIC SOFTWARE FORECASTS

OEM PC Diagnostic Systems

PC Diagnostic Market Shares

OEM PC Diagnostic Systems

PC Diagnostic Software Growth Factors

PC Diagnostic Systems

PC Diagnostic Controlling Costs

Diagnostic Systems Software

HIGH PERFORMANCE

PC DIAGNOSTIC TRENDS

OPERATING SYSTEM-BASED PC DIAGNOSTIC

MISSION CRITICAL PC DIAGNOSTIC SYSTEMS

BUSINESS PROCESS ENGINEERING

PC MARKET GROWTH

BIOS FLASHING UTILITIES

PC DIAGNOSTIC PRICING

PC DIAGNOSTIC SOFTWARE REGIONAL ANALYSIS

PC DIAGNOSTIC SERVICES

OPPORTUNITY ABOUNDS

WinterGreen Research, Inc.

Lexington, Massachusetts

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OEM PC Diagnostic Software Market Shares, Market Forecasts, and Market Strategies, 2008-2014

A mission critical diagnostic system provides open connectivity between platforms and operating systems. Products provide a consistent mechanism for a wide variety of system interconnection. Common API's and operational procedures simplify the tasks that must be carried out when integrating different systems.

PC manufactures need to avoid hardware problems. They need to avoid calls for service, they need to be able to tell is a problem is with the hardware or software when a call does come in. If there is a hardware PC problem, the service center needs to be able to fix it quickly.

Calls to the service center are costly. OEM PC diagnostic software spreads the cost of implementing feature rich functionality over the entire customer base.

As companies seek to work more efficiently with each other in ecosystems messaging is the vehicle for information exchange between applications. As the supply chain is automated, the value of mission critical messaging becomes more evident.

OEM PC diagnostics markets at \$121.4 million in 2007 are anticipated to reach \$337 million by 2014. Demand for increased reliability of systems is the market driver. In addition, the packaged software solutions are more efficient than home grown testing and diagnostic solutions because they spread the cost of adding features over the broad customer base.

Companies Profiled

Market Leaders

PC-Doctor
EuroSoft

Market Participants

Micro 2000	Neurosoft
PC Certify	TouchStone Software
Ultra-X	ZF Micro Solutions
AMIDiag Strategy	
PCPitstop	PC-Diag
Smith Micro / Micro Software / CheckIt Diagnostics	

OEM PC Diagnostic Software Market Shares, Strategies, and Forecasts, 2008-2014

REPORT METHODOLOGY

THIS IS THE 354TH REPORT IN A SERIES OF MARKET RESEARCH REPORTS THAT PROVIDE FORECASTS IN COMMUNICATIONS, TELECOMMUNICATIONS, THE INTERNET, COMPUTER, SOFTWARE, TELEPHONE EQUIPMENT, HEALTH EQUIPMENT, AND ENERGY. THE PROJECT LEADERS TAKE DIRECT RESPONSIBILITY FOR WRITING AND PREPARING EACH REPORT. THEY HAVE SIGNIFICANT EXPERIENCE PREPARING INDUSTRY STUDIES. FORECASTS ARE BASED ON PRIMARY RESEARCH AND PROPRIETARY DATA BASES. FORECASTS REFLECT ANALYSIS OF THE MARKET TRENDS IN THE SEGMENT AND RELATED SEGMENTS. UNIT AND DOLLAR SHIPMENTS ARE ANALYZED THROUGH CONSIDERATION OF DOLLAR VOLUME OF EACH MARKET PARTICIPATION IN THE SEGMENT. INSTALLED BASE ANALYSIS AND UNIT ANALYSIS IS BASED ON INTERVIEWS AND AN INFORMATION SEARCH. MARKET SHARE ANALYSIS INCLUDES CONVERSATIONS WITH KEY CUSTOMERS OF PRODUCTS, INDUSTRY SEGMENT LEADERS, MARKETING DIRECTORS, DISTRIBUTORS, LEADING MARKET PARTICIPANTS, OPINION LEADERS, AND COMPANIES SEEKING TO DEVELOP MEASURABLE MARKET SHARE. OVER 200 IN DEPTH INTERVIEWS ARE CONDUCTED FOR EACH REPORT WITH A BROAD RANGE OF KEY PARTICIPANTS AND INDUSTRY LEADERS IN THE MARKET SEGMENT. WE ESTABLISH ACCURATE MARKET FORECASTS BASED ON ECONOMIC AND MARKET CONDITIONS AS A BASE. USE INPUT/OUTPUT RATIOS, FLOW CHARTS, AND OTHER ECONOMIC METHODS TO QUANTIFY DATA. USE IN-HOUSE ANALYSTS WHO MEET STRINGENT QUALITY STANDARDS. INTERVIEWING KEY INDUSTRY PARTICIPANTS, EXPERTS AND END-USERS. OUR RESEARCH INCLUDES ACCESS TO LARGE PROPRIETARY DATABASES. LITERATURE SEARCH INCLUDES ANALYSIS OF TRADE PUBLICATIONS, GOVERNMENT REPORTS, AND CORPORATE LITERATURE.

Mission Statement:

WinterGreen Research is an independent business research organization funded by sale of market research, competitive analysis, and return on investment studies all over the world. Research is conducted with integrity and independence that is supported by the revenue from the sale of studies by a distribution network. The company seeks to support its distribution network. The company is dedicated to its customers, to helping those customers grow and understand markets as the markets change and evolve. Automation of process is a central focus for the WinterGreen Research company.

Research is centered on new markets, evolving markets, and change in markets. Markets for new products depend on successful trials. Initial trials create a sounding board for a new product direction. Market growth for new products and services depends on completion of 100 successful trials with real paying customers. WinterGreen Research tracks those trials in various industries and the impact of the trials by talking to people.

YOU MUST HAVE THIS STUDY

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Table of Contents

PC DIAGNOSTICS EXECUTIVE SUMMARY

OEM PC DIAGNOSTIC SOFTWARE SUMMARY	ES-1
OEM PC Diagnostic Software Growth Factors	ES-1
OEM PC Diagnostics Software Market Shares	ES-6
OEM PC Diagnostics Software Market Forecasts	ES-8

OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS

1. OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS	1-1
1.1 PC Diagnostic Systems	1-1
1.1.1 PC Diagnostic Systems Solutions	1-3
1.1.2 Decoding Technology	1-4
1.1.3 Diagnostic Systems Issues	1-5
1.2 PC Diagnostics Controlling Costs	1-7
1.2.1 PC Diagnostics Industry Trends	1-8
1.3 PC Diagnostic Trends	1-9
1.4 Mission Critical Diagnostic Systems Market Dynamics	1-11
1.4.1 Mission-Critical Functionality	1-14
1.4.2 Mission Critical Diagnostic Systems	1-17
1.5 Diagnostic Systems Software	1-17
1.5.1 Linking Internal Operations	1-17
1.6 Information Technology Environments Increasingly Complex	1-20
1.6.1 Heterogeneous Computing Environments	1-22
1.6.2 Technology Challenges	1-22
1.7 Types of Mission Critical Diagnostic Systems	1-23
1.7.1 Event-Driven PC Diagnostics	1-23
1.8 Mission Critical Systems Provides The Base PC Diagnostic	1-24
1.8.1 PC Diagnostic Server and PC Diagnostic Integration Depend on Mission Critical Diagnostic Systems	1-27
1.9 Businesses Process Engineering	1-28
1.9.1 Key Component Of Business Process Management	1-29
1.10 High Performance	1-29
1.10.1 Scalability	1-30
1.10.2 Automatic Configuration	1-31
1.10.3 Reliable, Robust Systems	1-32
1.11 PC Diagnostic Trends	1-33
1.12 Mission Critical Diagnostic Systems Market Dynamics	1-36

OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS

2. OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS	2-1
2.1 OEM PC Diagnostic Software Growth Factors	2-1
2.1.1 Spread Cost Of Feature Improvement Over Large User Base	2-6
2.1.2 PC Diagnostics Functionality	2-6
2.2 OEM PC Diagnostics Software Market Shares	2-7
2.2.1 PC-Doctor	2-9
2.2.2 PC-Doctor Used By Largest PC Manufacturers In The World	2-10
2.2.3 PC-Doctor Serves Top PC manufacturers	2-11
2.2.4 Eurosoft	2-12
2.2.5 Ultra-X	2-13
2.2.6 Ultra-X Advanced Technician Diagnostics	2-14
2.2.7 Ultra-X Home Diagnostics	2-14
2.3 OEM PC Diagnostics Software Market Forecasts	2-15
2.3.1 Worldwide PC Shipments	2-16
2.3.2 Worldwide PC Shipments Growth 15 Percent for 2008	2-17
2.3.3 PC Market Forecasts	2-18
2.4 PC Diagnostics Prices	2-20
2.4.1 PC-Diag Diagnostic Software Pro	2-20
2.5 OEM PC Diagnostics Software Regional Analysis	2-22

OEM PC DIAGNOSTICS PRODUCT DESCRIPTION

3. OEM PC DIAGNOSTICS PRODUCT DESCRIPTION	3-1
3.1 PC-Doctor Diagnostics	3-1
3.1.1 PC-Doctor Drive Specialist - ThinkCentre / NetVista	3-2
3.1.2 PC-Doctor Diagnostics Software	3-2
3.1.3 PC-Doctor Service Center	3-8
3.1.4 PC-Doctor Factory Express	3-12
3.1.5 PC-Doctor Factory	3-15
3.1.6 PC-Doctor Solutions Architecture	3-19
3.1.7 PC-Doctor Home Express	3-27
3.1.8 PC-Doctor BTO Support Center	3-30
3.1.9 PC-Doctor Home Express	3-42
3.1.10 PC-Doctor BTO Support Center	3-44
3.1.11 PC-Doctor for Windows	3-47
3.1.12 PC-Doctor Network Factory	3-50
3.1.13 PC-Doctor 5 for Linux	3-54
3.1.14 PC-Doctor for Windows PE	3-58
3.1.15 PC-Doctor for Media Center	3-60
3.1.16 PC-Doctor Motherboard Diagnostic Toolkit	3-60
3.2 Eurosoft	3-60
3.2.1 Eurosoft PC Builder Test Management Suite	3-62
3.2.2 Eurosoft QA+WIN32	3-64
3.2.3 Eurosoft Pc-Check	3-66
3.2.4 Eurosoft Virtual Pc-Check	3-68
3.2.5 Eurosoft ZeroData	3-69
3.3 Ultra-X	3-71
3.3.1 Ultra-X P.H.D. PCI2	3-72
3.3.2 Ultra-X QuickTech Pro USB	3-74
3.3.3 Ultra-X P.H.D MiniPCI	3-77
3.3.4 Ultra-X PC Inspector PCI	3-78
3.3.5 Ultra-X Self-BOOT Diagnostics	3-81
3.3.6 Ultra-X Windows Diagnostics	3-82

3.3.7	Ultra-X Bundle Diagnostics	3-83
3.3.8	Ultra-X R.S.T Pro2 PCI	3-84
3.3.9	Ultra-X R.S.T Pro3 PCI Express	3-85
3.3.10	Ultra-X R.S.T Pro Mini PCI	3-86
3.3.11	Ultra-X R.S.T Pro USB	3-86
3.3.12	Ultra-X R.S.T Pro ExpressCard	3-87
3.3.13	Ultra-X PCI Gen	3-87
3.3.14	Ultra-X QuickPOST PCI	3-88
3.3.15	Ultra-X QuickPOST PCI Serial	3-89
3.3.16	Ultra-X MicroPOST II	3-89
3.3.17	UltraPOST	3-91
3.3.18	UltraPOST Server	3-91
3.3.19	Ultra-X QuickCAST	3-92
3.3.20	UltraXtreme Guard Band Chamber	3-93
3.4	PC-Diag Diagnostics Software	3-95
3.4.1	PC-Diag Diagnostic Lifecycle Management	3-96
3.4.2	PC-Diag Diagnostics Software Batch Tester	3-98
3.4.3	PC-Diag Diagnostics NIC Testing Software	3-100
3.4.4	PC- Diag Diagnostics USB Testing Software	3-100
3.4.5	PC- Diag Diagnostics Professional Remote Testing Software	3-101
3.5	AMI 3-101	
3.5.1	AMI Diagnostic Tools for End-user	3-101
3.5.2	AMI Diagnostic Tools for OEM and System Integrators	3-102
3.6	Micro 2000	3-103
3.7	CheckIt Diagnostics	3-106
3.8	PC Pitstop	3-108
3.9	ZF Micro Solutions	3-109

PC DIAGNOSTIC STRATEGY, TECHNOLOGY, AND INDUSTRY SPECIFIC APPLICATIONS

4. PC DIAGNOSTICS STRATEGY, TECHNOLOGY, AND INDUSTRY SPECIFIC APPLICATIONS	4-1
4.1 Operating System-Based Diagnostic	4-1
4.1.1 Windows Vista	4-2
4.2 BIOS Flashing Utilities	4-3
4.3 Increasing Practices Of Refurbishing, Upgrading, Leasing, Recycling And Donation Of PCs	4-4
4.4 PC-Doctor	4-5
4.5 Dell and PC troubleshooting	4-15
4.6 HP / Compaq PC Diagnostics	4-19
4.6.1 HP PC Doctor	4-19
4.7 Lenovo PC Doctor Diagnostics	4-20
4.8 Acer PC Diagnostics	4-20
4.9 Fujitsu / PC Diagnostics	4-25

PC DIAGNOSTICS COMPANY PROFILES

5. PC DIAGNOSTICS COMPANY PROFILES	5-1
5.1 AMIDiag	5-1
5.1.1 AMIDiag Strategy	5-1
5.2 Eurosoft	5-2
5.2.1 Eurosoft Market Directions	5-2
5.3 EuroSoft	5-3
5.3.1 EuroSoft Market Direction	5-5
5.4 Micro 2000	5-6
5.5 Neurosoft	5-7

REPORT # SH29821661 271 PAGES 115 TABLES AND FIGURES 2008 \$3,300

5.6	PC-Diag	5-7
5.6.1	PC-Diag Strategy	5-8
5.7	PC-Doctor	5-9
5.7.1	PC-Doctor Product Families	5-13
5.7.2	PC-Doctor Bundled Products	5-14
5.8	PCPitstop	5-16
5.9	Smith Micro / Micro Software / CheckIt Diagnostics	5-16
5.9.1	Smith Micro / Micro Software Customers	5-18
5.9.2	Smith Micro / Micro Software Net Revenues	5-19
5.9.3	Micro Software	5-22
5.10	Ultra-X 5-25	
5.10.1	Ultra-X Strategy	5-26
5.11	ZF Micro Solutions	5-26

List of Tables and Figures

PC DIAGNOSTICS EXECUTIVE SUMMARY

Table ES-1	ES-2
OEM PC Diagnostic Software Growth Factors	
Table ES-2	ES-3
OEM PC Diagnostic Software Market Driving Forces	
Figure ES-3	ES-7
Worldwide PC Diagnostics Software Shipments	
Market Shares, Dollars, 2007	
Figure ES-4	ES-8
Worldwide PC Diagnostics Software Shipments	
Market Forecasts, Dollars, 2007	

OEM PC DIAGNOSTIC SYSTEMS MARKET DESCRIPTION AND MARKET DYNAMICS

Table 1-1	1-1
Remote PC Diagnostic Computer Troubleshooting Tool Uses	
Table 1-2	1-2
PC Diagnostic Bundled Family Functions	
Table 1-4	1-3
Bundle Family Product Components	
Table 1-1	1-9
Diagnostic Systems Trends	
Table 1-2	1-12
Mission Critical Diagnostic Systems Market Dynamics	
Table 1-3	1-15
Enterprise Diagnostic Systems Integration Functions	
Table 1-4	1-18
Internal Enterprise PC Diagnostic Tasks	
Table 1-5	1-34
Diagnostic Systems Trends	
Table 1-6	1-37
Mission Critical Diagnostic Systems Market Dynamics	

OEM PC DIAGNOSTIC SOFTWARE MARKET SHARES AND MARKET FORECASTS

Table 2-1	2-2
OEM PC Diagnostic Software Growth Factors	
Table 2-2	2-3
OEM PC Diagnostic Software Market Driving Forces	
Figure 2-3	2-8
Worldwide PC Diagnostics Software Shipments	
Market Shares, Dollars, 2007	
Table 2-4	2-9
Worldwide PC Diagnostics Software Shipments	
Market Shares, Dollars, 2007	
Figure 2-5	2-15
Worldwide PC Diagnostics Software Shipments	
Market Forecasts, Dollars, 2007	
Table 2-6	2-16
Worldwide PC Diagnostics Software Shipment	
Market Forecasts, Dollars, 2007	
Table 2-7	2-19
Worldwide PC Shipments Markets	
Table 2-8	2-20
Worldwide PC Shipments Markets	
Table 2-9	2-23
Worldwide PC Shipments Markets	
Table 2-10	2-24
Worldwide PC Shipments Markets	

OEM PC DIAGNOSTICS PRODUCT DESCRIPTION

Table 3-1	3-2
PC-Doctor Diagnostic Target Markets	
Table 3-2	3-3
PC-Doctor Diagnostic Products	
Figure 3-3	3-4
PC Doctor Product Comparison	
Table 3-4	3-8
PC-Doctor Service Center Features	
Table 3-4 (Continued)	3-9
PC-Doctor Service Center Features	
Table 3-5	3-10
PC-Doctor Service Center Benefits	
Table 3-6	3-11
PC-Doctor Products Uses	
Table 3-7	3-12
PC-Doctor Factory Express Target Users	
Table 3-8	3-13
PC-Doctor Factory Express Package	
Table 3-9	3-14
PC-Doctor Factory Express Benefits and Features	
Table 3-9 (Continued)	3-15
PC-Doctor Factory Express Benefits and Features	

Table 3-10	3-16
Benefits of PC-Doctor Factory in Manufacturing Environments	
Table 3-11	3-17
Benefits of PC-Doctor Factory in Service and Repair Centers	
Table 3-12	3-18
Key Features of PC-Doctor Factory Diagnostics	
Table 3-13	3-20
PC-Doctor Solutions Architecture Target Users	
Table 3-14	3-21
Key Features of PC-Doctor Solutions Architecture	
Table 3-14 (Continued)	3-22
Key Features of PC-Doctor Solutions Architecture	
Table 3-14 (Continued)	3-23
Key Features of PC-Doctor Solutions Architecture	
Table 3-15	3-24
PC-Doctor Solutions Architecture Package	
Table 3-16	3-25
PC-Doctor Service Center Target Users	
Table 3-17	3-26
PC-Doctor Service Center Package Components	
Figure 3-18	3-28
PC-Doctor Service Center 6 Package	
Table 3-19	3-29
PC-Doctor Service Center Benefits	
Table 3-19 (Continued)	3-30
PC-Doctor Service Center Benefits	
Table 3-20	3-31
PC-Doctor Service Center Audio Tests	
Table 3-21	3-32
PC-Doctor Service Center Video Tests	
Table 3-21 (Continued)	3-33
PC-Doctor Service Center Video Tests	
Table 3-22	3-34
PC-Doctor Service Center Storage Tests	
Table 3-22 (Continued)	3-35
PC-Doctor Service Center Storage Tests	
Table 3-22 (Continued)	3-36
PC-Doctor Service Center Storage Tests	
Table 3-23	3-37
PC-Doctor Service Center Communications Tests	
Table 3-24	3-38
PC-Doctor Service Center Other Devices Tests	
Table 3-25	3-39
PC-Doctor Service Center System Tests	
Table 3-25 (Continued)	3-40
PC-Doctor Service Center System Tests	
Table 3-25 (Continued)	3-41
PC-Doctor Service Center System Tests	
Table 3-26	3-42
PC-Doctor Home Express Target Users	
Table 3-27	3-43
PC-Doctor Home Express Features	
Table 3-28	3-43
PC-Doctor Home Express Benefits	

Table 3-29	3-44
PC-Doctor BTO Support Center Target Users	
Table 3-30	3-45
PC-Doctor BTO Support Center Key Benefits	
Table 3-31	3-47
PC-Doctor for Windows Target users	
Table 3-32	3-48
PC-Doctor for Windows Key Benefits	
Table 3-33	3-50
PC-Doctor for Windows Package	
Table 3-34	3-51
PC-Doctor Network Factory Target Users	
Table 3-35	3-52
PC-Doctor Network Factory	
Table 3-36	3-54
PC-Doctor Network Factory	
Table 3-37	3-55
PC-Doctor 5 for Linux Target Users	
Table 3-38	3-56
Benefits and Key Features of PC-Doctor 5 for Linux	
Table 3-39	3-59
Benefits and Key Features of PC-Doctor for Windows PE	
Table 3-40	3-61
Eurosoft PC Diagnostics and Test Management Software Target Users	
Table 3-41	3-62
Eurosoft PC Diagnostics and Test Management Software Solutions	
Table 3-42	3-63
Eurosoft PC Builder Test Management Suite Features	
Table 3-43	3-64
Business Benefits of Eurosoft PC Builder Test Management Suite	
Table 3-44	3-65
Key Features of Eurosoft QA+WIN32	
Table 3-45	3-66
Business Benefits of Eurosoft QA+WIN32	
Table 3-46	3-67
Business Benefits of Eurosoft Pc-Check	
Table 3-47	3-67
Key Features of Eurosoft Pc-Check	
Table 3-48	3-68
Business Benefits of Eurosoft Virtual Pc-Check	
Table 3-49	3-69
Key Features of Eurosoft Virtual Pc-Check	
Table 3-50	3-70
Business Benefits of Eurosoft ZeroData	
Table 3-51	3-70
Key Features of Eurosoft ZeroData	
Table 3-52	3-71
Ultra-X PC Diagnostic Tool Product Categories	
Table 3-53	3-72
Ultra-X PC Hardware Diagnostic Solutions	
Figure 3-54	3-73
Ultra-X P.H.D. PCI2 Diagnostics Board	
Table 3-55	3-74
Benefits of Ultra-X P.H.D. PCI2 Diagnostics	

Figure 3-56 3-75
 Ultra-X QuickTech Pro USB Kit
 Table 3-57 3-76
 Ultra-X QuickTech Pro USB Suite
 Table 3-58 3-77
 Benefits of Ultra-X QuickTech Pro USB
 Figure 3-59 3-78
 Ultra-X P.H.D. MiniPCI Pack
 Figure 3-60 3-79



Ultra-X PC Inspector PCI
 Table 3-61 3-80
 Key Features of Ultra-X PC Inspector PCI
 Table 3-62 3-80
 Ultra-X PC Software Diagnostic Solutions
 Figure 3-63 3-83
 Ultra-X WinStress Test Pro Diagnostic Tool
 Table 3-64 3-84
 Ultra-X PC Memory Diagnostic Solutions
 Table 3-65 3-85
 Key Features of Ultra-X R.S.T Pro2 PCI
 Figure 3-66 3-87
 Ultra-X R.S.T Pro USB Kit
 Table 3-67 3-88
 Ultra-X POST Monitoring Solutions
 Figure 3-68 3-90
 Ultra-X MicroPOST II Kit
 Table 3-69 3-90
 Ultra-X Embedded Diagnostic Solutions
 Figure 3-70 3-91
 UltraPOST
 Table 3-71 3-92
 Ultra-X Special Diagnostic Solutions
 Figure 3-72 3-92

Ultra-X QuickCAST Diagnostic Solutions	
Table 3-73	3-93
Key Features of Ultra-X QuickCAST	
Figure 3-74	3-94
UltraXtreme Guard Band Chamber	
Table 3-75	3-94
Key Features of UltraXtreme Guard Band Chamber	
Table 3-76	3-95
Ultra-X Diagnostic Kits	
Table 3-77	3-95
PC-Diag Diagnostic Target Markets	
Table 3-78	3-96
Professional PC-Diag Hardware Diagnostic Software Features	
Table 3-78 (Continued)	3-97
Professional PC-Diag hardware diagnostic software features	
Table 3-79	3-98
PC-Diag Diagnostic Software Pro Windows Compatibility	
Table 3-80	3-99
Components Serviced by PC-Diag Diagnostics Batch Tester	
Table 3-81	3-100
PC-Diag NIC Testing Results	
Figure 3-82	3-104
Micro 2000 Universal Post Probe	
Table 3-83	3-105
MicroScope PC Diagnostic Suite Software Features	
Table 3-84	3-106
MicroScope PC Diagnostic Suite Software Features	
Table 3-85	3-107
CheckIt Diagnostic Version 7.0 Solution Features	
Table 3-86	3-111
PassMark Software Solution Features	
Table 3-87	3-112
Expodata Systems Diagnostics Product Portfolio	
Figure 3-88	3-113
Expodata Systems PC Tester	
Table 3-89	3-116
HP PC System Health Scan	
Table 3-90	3-120
Selected PC Diagnostic Companies	

OEM PC DIAGNOSTICS TECHNOLOGY

Figure 4-1	4-17
Dell PC Diagnostics	
Table 4-2	4-23
Acer PC Diagnostics Features	

OEM PC DIAGNOSTICS COMPANY PROFILES

Table 5-1	5-10
PC-Doctor Diagnostic And System Information Solutions	
Target Markets	
Table 5-2	5-10

PC-Doctor Diagnostic And System Information Diagnostic
Solutions Benefits
Table 5-3
PC-Doctor Products Uses

5-12

ABOUT THE COMPANY

WINTERGREEN RESEARCH, HAS A UNIQUE RESEARCH STRATEGY THAT RELATES TO IDENTIFYING MARKET TRENDS THROUGH READING AND INTERVIEWING OPINION LEADERS. BY READING THE ELECTRONIC EQUIVALENT OF 40 FEET OF PAPER, WINTERGREEN RESEARCH SENIOR ANALYSTS CAN LEARN A LOT MORE ABOUT MARKETS, A LOT FASTER THAN CAN BE LEARNED THROUGH EXPENSIVE SURVEYS AND FOCUS GROUPS. THINKING ABOUT MARKET TRENDS IS A HIGH PRIORITY AT WINTERGREEN RESEARCH. AS WITH ALL RESEARCH, THE VALUE PROPOSITION FOR COMPETITIVE ANALYSIS COMES FROM INTELLECTUAL INPUT.

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ABOUT THE PRINCIPAL AUTHORS

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ELLEN T. CURTISS, TECHNICAL DIRECTOR, CO-FOUNDER OF WINTERGREEN RESEARCH, CONDUCTS STRATEGIC AND MARKET ASSESSMENTS IN TECHNOLOGY-BASED INDUSTRIES. PREVIOUSLY SHE WAS A MEMBER OF THE STAFF OF ARTHUR D. LITTLE, INC., FOR 23 YEARS, MOST RECENTLY AS VICE PRESIDENT OF ARTHUR D. LITTLE DECISION RESOURCES, SPECIALIZING IN STRATEGIC PLANNING AND MARKET DEVELOPMENT SERVICES. SHE IS A GRADUATE OF BOSTON UNIVERSITY AND THE PROGRAM FOR MANAGEMENT DEVELOPMENT AT HARVARD GRADUATE SCHOOL OF BUSINESS ADMINISTRATION. SHE IS THE AUTHOR OF RECENT STUDIES ON WORLDWIDE TELECOMMUNICATIONS MARKETS, THE TOP TEN INTERNET EQUIPMENT COMPANIES, THE TOP TEN CONTRACT MANUFACTURING COMPANIES, AND THE TOP TEN TELECOMMUNICATIONS MARKET ANALYSIS AND FORECASTS.

SUSAN EUSTIS, PRESIDENT, CO-FOUNDER OF WINTERGREEN RESEARCH, HAS DONE RESEARCH IN COMMUNICATIONS AND COMPUTER MARKETS AND APPLICATIONS. SHE HOLDS SEVERAL PATENTS IN MICROCOMPUTING AND PARALLEL PROCESSING. SHE HAS THE ORIGINAL PATENTS IN ELECTRONIC VOTING MACHINES. SHE HAS NEW PATENT APPLICATIONS IN FORMAT VARYING, MULTIPROCESSING, AND ELECTRONIC VOTING. SHE IS THE AUTHOR OF RECENT STUDIES OF THE REGIONAL BELL OPERATING COMPANIES' MARKETING STRATEGIES, INTERNET EQUIPMENT, BIOMETRICS, A STUDY OF INTERNET EQUIPMENT, WORLDWIDE TELECOMMUNICATIONS EQUIPMENT, TOP TEN TELECOMMUNICATIONS, DIGITAL LOOP CARRIER, WEB HOSTING, WEB SERVICES, AND APPLICATION INTEGRATION MARKETS. MS. EUSTIS IS A GRADUATE OF BARNARD COLLEGE.

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