

WinterGreen Research, INC.

**Smarter Planet Software Innovation Market Shares, Strategies, and
Forecasts, Worldwide, 2011 to 2017**

Smarter Planet Software Supports Innovation

Mountains of Opportunity



Picture by Susan Eustis

WinterGreen Research, Inc.

Lexington, Massachusetts

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REPORT # SH24881852

434 PAGES

153 TABLES AND FIGURES

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CHECK OUT THESE KEY TOPICS

Smart Planet
Smarter Planet Software
Innovation
Smart Security
Law Enforcement
Software Modules
Smart Transportation

Software Module
Smart Computing Location
Smart Navigation Tracking
Software Modules
Smart Temperature
Computing
Smart Computing Climate

Smart Computing Integrated
Service Management
Smart Asset Management
Smart Software Module
Smart Communications
Smart Telecommunications

Smarter Planet Software Innovation Growth Strategy:

**Smarter Planet Software Innovation: Market Shares, Strategies, and Forecasts,
Worldwide, 2011-2017**

LEXINGTON, Massachusetts (October 27, 2011) – WinterGreen Research announces that it has a new study on Smart Computing Software Market Shares and Forecasts, Worldwide, 2011-2017. The 2011 study has 434 pages, 153 tables and figures. Smart computing is the wave of the future. Smarter computing evolves from interconnecting computing devices and sensor devices in a manner that permits integration of information from over the network. Sensors provide information about process. Sensors automate the smarter planet initiative. Decisions can be made based on machine to machine sensor based communication.

Economic and business conditions, rapid technological innovation, proliferation of the Internet and globalization are creating an increasingly competitive market environment that is driving corporations to transform the manner in which they operate.

Smarter planet seeks to implement the simplest modern engineering designs. The smarter planet vehicle of the 21st century is software and computing. Data centers implement a system that takes information from widely dispersed sensors and other systems in the smarter planet. Smarter products and smarter services are part of the innovation brought by smarter planet.

Smarter Planet software products have multiple purposes. New technologies emerge every day that enable us to keep pushing the boundaries of the possible. Manufacturers in every industry are integrating software engineering with mechanical and electronic engineering. They are interconnecting new smarter products with IT systems to deliver smarter, differentiated business services and to create new opportunities for innovative new services, increasingly connecting people and things in places and organizations around the world.

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Advanced analytics change the world and leverage the smarter planet using systems. Where once we made inferences to gain understanding, now it is possible to use smarter planet computing to apply scientific principles to gain understanding of our surroundings. Where once we interpolated and extrapolated, now we can determine. That is the promise of a smarter planet.

Smarter planet systems are being implemented as smart buildings, greener buildings, smart grids, water management systems, smarter cities, traffic congestion solutions, and smart healthcare delivery. Systems have been difficult to manage. The size and complexity is worthy of note. Smarter planet techniques permit control of these complex systems.

Monitoring, connecting, and analyzing systems is part of the smarter planet initiative. Business, civic, and nongovernmental leaders are developing ways to manage these systems. IBM's strategy is to provide or enable technology and process management capabilities. IBM has the most comprehensive and integrated approach to smart planet systems development. Other market participants are able to offer significant piece parts.

The aim is to make the planet smarter. Technology is able to supplement manual labor and manual decision making. As enterprises have discovered the ways to make money with automated process, this business model is being extended by automating interactions with our surroundings in a machine to machine manner. The same technology useful for making business decisions is being turned to automate sensors.

Marketplaces are evolving, changing in ways companies did not have to consider in decades past: Escalating customer demands are being met with accelerating product cycles. What used to be three year product cycles have shifted to three month product cycles. Customer expectations about product and service are shifting in the direction of quality, reliability and technology innovation.

Increasing competition, emerging markets, lower barriers to entry, greater acceptance of the global supply chain, and accessibility to the global supply chain are market trends. Rising complexity is a part of smarter planet markets. Companies that do not position to adapt to complexity risk becoming irrelevant. Well positioned companies are seeking to capitalize on the complexity brought by smarter planet.

According to Susan Eustis, lead author of the study, "This is a time of turbulent change, putting pressure on businesses of all sizes and across all industries. The world is changing in fundamental ways. It is becoming smaller, flatter and smarter. The level of unrest among people over jobs or lack of jobs is unprecedented. As a result, leaders across all types of enterprises are faced with new challenges in order to remain successful. Those organizations who address these challenges using smart computing are positioned to outperform the competition."

Worldwide smart computing software module markets at \$2.2 billion in 2011 are forecast to reach \$8.4 billion by 2017. Market growth is anticipated to occur as machine to machine communication of information becomes a reality. Integration systems and systems analytics are evolving to the point where the world can become more automated, safer, and more friendly to people all over the world. There is worldwide demand for sharing and equity at a basic level, not to the point of destroying individual initiative, but to the point of seeing that a rising tide raises all boats in the same harbor.

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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 Global Information Info Shop, Market Research.com, Research and Markets, Bloomberg, and Thompson Financial.

Key words: Smart Planet, Smarter Planet Software, Innovation , Smart Security, Law Enforcement , Software Modules, Smart Transportation, Software Module, Smart Computing Location, Smart Navigation Tracking, Software Modules, Smart Temperature Computing, Smart Computing Climate, Smart Computing Integrated Service Management, Smart Asset Management. Smart Software Module, Smart Communications, Smart Telecommunications.
http://wintergreenresearch.com/reports/smarter_planet.html

Companies Profiled

Market Leaders

IBM
Hewlett Packard (HP)

Microsoft

Oracle

Market Participants

Smarter Planet Company Profiles
BMC
Cisco
Fujitsu

Information Builders
Infosys
Progress Software
RedHat

Ryma Technology
Software AG
Tibco

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**Smart Computing: Market Shares, Strategies, and Forecasts,
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Report Methodology

This is the 488th report in a series of primary market research reports that provide forecasts in communications, telecommunications, the Internet, computer, software, telephone equipment, health equipment, and energy. Automated process and significant growth potential are a priorities in topic selection. 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.

The primary research is conducted by talking to customers, distributors and companies. The survey data is not enough to make accurate assessment of market size, so WinterGreen Research looks at the value of shipments and the average price to achieve market assessments.

Our track record in achieving accuracy is unsurpassed in the industry. We are known for being able to develop accurate market shares and projections. This is our specialty.

The analyst process is concentrated on getting good market numbers. This process involves looking at the markets from several different perspectives, including vendor shipments. The interview process is an essential aspect as well. We do have a lot of granular analysis of the different shipments by vendor in the study and addenda prepared after the study was published if that is appropriate.

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 participant 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.

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Interviewing key industry participants, experts and end-users is a central part of the study. Our research includes access to large proprietary databases. Literature search includes analysis of trade publications, government reports, and corporate literature.

Findings and conclusions of this report are based on information gathered from industry sources, including manufacturers, distributors, partners, opinion leaders, and users. Interview data was combined with information gathered through an extensive review of internet and printed sources such as trade publications, trade associations, company literature, and online databases. The projections contained in this report are checked from top down and bottom up analysis to be sure there is congruence from that perspective.

The base year for analysis and projection is 2010. With 2010 and several years prior to that as a baseline, market projections were developed for 2011 through 2017. These projections are based on a combination of a consensus among the opinion leader contacts interviewed combined with understanding of the key market drivers and their impact from a historical and analytical perspective.

The analytical methodologies used to generate the market estimates are based on penetration analyses, similar market analyses, and delta calculations to supplement independent and dependent variable analysis. All analyses are displaying selected descriptions of products and services.

This research includes referencde to an ROI model that is part of a series that provides IT systems financial planners access to information that supports analysis of all the numbers that impact management of a product launch or large and complex data center. The methodology used in the models relates to having a sophisticated analytical technique for understanding the impact of workload on processor consumption and cost.

WinterGreen Research has looked at the metrics and independent research to develop assumptions that reflect the actual anticipated usage and cost of systems. Comparative analyses reflect the input of these values into models.

The variables and assumptions provided in the market research study and the ROI models are based on extensive experience in providing research to large enterprise organizations and data centers. The ROI models have lists of servers from different manufacturers, Systems z models from IBM, and labor costs by category around the world. This information has been developed from WinterGreen research proprietary data bases constructed as a result of preparing market research studies that address the software, energy, healthcare, telecommunications, and hardware businesses.

YOU MUST HAVE THIS STUDY

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IBM Wireless SA Network

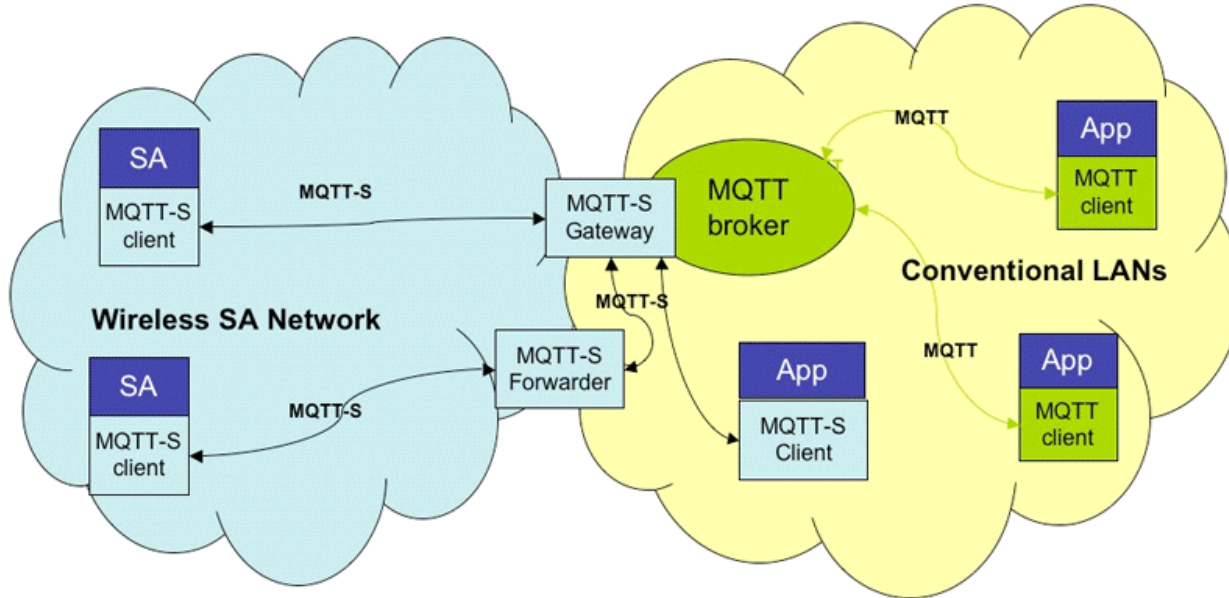


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ABOUT THE COMPANY

WinterGreen Research, research strategy relates to identifying market trends through reading and interviewing opinion leaders. By using analysis of published materials, interview material, private research, detailed research, social network materials, blogs, and electronic analytics, the market size, shares, and trends are identified. Analysis of the published materials and interviews permits WinterGreen Research senior analysts to learn a lot more about markets. Discovering, tracking, and 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.

WinterGreen Research, founded in 1985, provides strategic market assessments in telecommunications, communications equipment, health care, Software, Internet, Energy Generation, Energy Storage, Renewable energy, and advanced computer technology. Industry reports focus on opportunities that expand existing markets or develop major new markets. The reports access new product and service positioning strategies, new and evolving technologies, and technological impact on products, services, and markets. Innovation that drives markets is explored. Market shares are provided. Leading market participants are profiled, and their marketing strategies, acquisitions, and strategic alliances are discussed. The principals of WinterGreen Research have been involved in analysis and forecasting of international business opportunities in telecommunications and advanced computer technology markets for over 30 years.

The studies provide primary analytical insight about the market participants. By publishing material relevant to the positioning of each company, readers can look at the basis for analysis. By providing descriptions of each major participant in the market, the reader is not dependent on analyst assumptions, the information backing the assumptions is provided, permitting readers to examine the basis for the conclusions.

ABOUT THE PRINCIPAL AUTHORS

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