

## United States SaaS Cloud Services Spending by Vertical 2009

<b>Study Objective</b>	<p>IDC's <i>United States SaaS Cloud Services Spending by Vertical</i> Special Study will examine, by industry, the SaaS Cloud Services enablers and challenges which may slow or speed adoption. This research will also analyze spending intentions and the differences by industry. The analysts will examine the types of Cloud Services projects being adopted and uncover where users are looking to obtain these offerings (by industry). The Special Study deliverables will include a 5-year forecast of SaaS Cloud Services spending by 18 verticals and provide an in-depth discussion of the opportunities in the following industries:</p> <ul style="list-style-type: none"> <li>• Government</li> <li>• Manufacturing</li> <li>• Healthcare</li> <li>• Financial Services</li> <li>• Professional Services</li> </ul>
<b>Value to Subscribers</b>	<p>Subscribers of this study will have access to survey results of U.S.-based businesses, which will help determine trends in adoption plans, spending intentions, drivers and inhibitors of investment, and budgets allocated for SaaS (as differentiated by industry).</p> <p>Key questions this study will help answer include:</p> <ul style="list-style-type: none"> <li>• Which industries are more likely to purchase SaaS Cloud services in the next 12 to 24 months and why?</li> <li>• What percentage of software and IT budgets will go towards SaaS cloud services over the next 1-3 years?</li> <li>• How knowledgeable are decision-makers in a specific industry about SaaS cloud services?</li> <li>• What applications are most likely to be purchased (by industry) for cloud services?</li> <li>• What are the expectations in different industries for price savings? What are the industry preferences for integration of SaaS cloud services with existing services?</li> <li>• What are the expected price savings and other benefits from SaaS Cloud services?</li> <li>• Which vendors are being considered as SaaS cloud services providers?</li> </ul>
<b>Methodology</b>	<p>The results of this Special Study will be drawn from an online U.S. survey of 400-500 executives with titles such as President, CEO, Owner, Managing Director, Chief Information Officer (CIO) or Chief Technology Officer, Chief Financial Officer (CFO) or Chief Operations Officer (COO), Vice President, IS Director, Planner, and IS Manager.</p>
<b>Analyst Team</b>	<p><b>Robert P. Mahowald, Research Director, On-Demand and SaaS Research</b>  <i>Robert directs research and consulting in the areas of on-demand computing and software-as-a-service (SaaS) for IDC. His writing forecasts these markets and identifies trends and developments affecting related vendors, technologies, and products.</i></p> <p><b>Ruthbea Yesner Clarke, Program Manager, Services Vertical Views</b>  <i>Ruthbea studies trends by industry and company size in the IT and business services markets, and examines the industry strategies of business and IT services companies that compete in the global services market.</i></p>
<b>For More Information</b>	<p>Contact your IDC Account Manager or:</p> <p>Robert Mahowald, <a href="mailto:rmahowald@idc.com">rmahowald@idc.com</a></p> <p>Ruthbea Clarke, <a href="mailto:rclarke@idc.com">rclarke@idc.com</a></p>