

# Asia-Pacific software market seen robust

July 7 2006

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The content-management software market in the Asia-Pacific region excluding Japan will likely increase to \$245.3 million by 2010, a research group said.

According to information-technology researchers and consultants IDC, the content-management-software market is "still a nascent market that accounts for a very small slice of the total software market." Yet it grew by over 25 percent last year to reach \$127.6 million amid a surge in demand for digitized information, particularly in Australia, South Korea, India and China, IDC said.

The group added that Australia and South Korea are likely to remain the largest markets for the industry, while strongest growth is anticipated to come from India.

"The level of awareness and adoption of content management software varies across the collection of economies in the region. Much depends on the state of development, impacts of globalization, corporate governance efforts, and enforcement of regulations in a country," said Sharon Tan, senior market analyst of Asia-Pacific application tools software research at IDC Asia/Pacific. "Enterprises that are early adopters include those that require meticulous record management procedures, or are more heavily regulated (such as banks and healthcare), as well as those industries that are more information intensive in nature, such as the legal practices. IDC research indicates that e-forms, work flows, records management, document imaging, email management, and Web content management are features that are gaining enormous traction in terms of

investment consideration in this region," she added.

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Citation: Asia-Pacific software market seen robust (2006, July 7) retrieved 28 April 2024 from <https://phys.org/news/2006-07-asia-pacific-software-robust.html>

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