

SERVICE DESCRIPTION

GLOBAL CAPTURE & IDP SOFTWARE MARKET ANALYSIS

SCOPE OF COVERAGE

Our flagship service provides essential, data driven insights into the global Capture & Intelligent Document Processing (IDP) software marketplace. End user organizations are under increased pressure to convert growing amounts of unstructured information into actionable data that can be used by their business systems. Understanding and automating the capture of this data increases efficiencies as well as effectiveness of systems related to transaction processing, records management and data analytics.

Leveraging our proprietary data, this service uniquely focuses on the Capture & IDP marketplace. IDP has recently been defined as a market, but the Capture space to which it is connected is not new. We are the only definitive source that melds these two markets together. We use our most relevant data to provide you with actionable insight on the market, including identifying opportunities in vertical markets and growing areas of application, which we combine with region-level forecasts and analysis. This service is essential for executives, product managers, and marketing strategists who need to track and understand Capture & IDP dynamics to implement strategies to build brand awareness, improve business performance and market position.

We tailor our insight to meet your ever-changing business needs. You may use the service to:

- Identify new business opportunities
- Understand relevant market and technology trends
- Evaluate competing companies
- Identify growing vertical markets and horizontal applications
- Provide actionable input for your business plans and strategies
- Review your portfolio strategy
- Make investment decisions
- Assess and evaluate new and competing technologies
- Identify strong/weak channels of distribution
- Position and help refine your marketing message

KEY ISSUES

- What are the key trends impacting the market? What is the vendor landscape?
- Who are the market leaders? What are their strengths, weaknesses and direction?
- What are the major Capture and IDP business applications? What are the differentiators?
- Where to make your next investments? Are we investing in the right capabilities?
- How is the cloud impacting service delivery and business models?
- What companies should we acquire?
- Who should we partner with? What sales channels will be effective to engage prospects?
- What messaging resonates with customers? What do buyers want, how to get them to act?

GEOGRAPHIC COVERAGE

- North America (USA & Canada)
- EMEA (Western and Eastern Europe, Middle East & Africa)
- Asia (Asia/Pacific, Japan, Australia)
- Latin America

VERTICAL MARKET COVERAGE

- Banking and Financial Services
- Insurance
- Federal & Central Government
- State & Local Government
- Healthcare
- Manufacturing
- Legal
- Telecom & Utilities
- Transportation
- Education
- Service Bureaus & Outsourcers

REPORTS AND DELIVERABLES

- Global State of the Capture & IDP Market
- Regional State of the Capture & IDP Market Reports (NA & EMEA)
- Capture & IDP Vertical Market Assessment
- Capture & IDP Vendor Matrix and Report – Global/NA and EMEA Report
- Quarterly Updates
- Special Reports
- Research Notes

ACCESS TO RESEARCH AND ANALYST INQUIRY

- Analyst inquiry hours provide analysis of data along with insight into client specific questions
- Analyst days may be used for specific queries, custom whitepapers, webinars and strategic workshops

