

Software - UK - February 2016

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"Software is undergoing two huge shifts. The first is affecting the delivery model, with the cloud increasingly dominating software delivery. Licensed SaaS continues to replace purchased software, which is not only fundamentally changing the finance model for the software industry, but also increasing software's capabilities."
– Terry Leggett, Senior B2B Analyst

This report looks at the following areas:

- How will the market develop over the next five years?
- What will be the key market drivers?
- What industries offer the best prospects?
- Will software as a service continue to impact the total market?
- Which products will benefit most from end-use market trends?

The second trend is also adding to the functional capabilities of software, but is more focused on the industry, with a fundamental shift in companies' target markets. Firms that have traditionally targeted the largest enterprises are expanding marketing to address medium-sized companies. At the same time, companies that traditionally served the SME market have added more functionality to retain SMEs as they grow, without requiring them to change the software used.

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DID YOU KNOW?

This report is part of a series of reports, produced to provide you with a more holistic view of this market

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