

Progress Exchange 2013

Asia Pacific

Entering the Market and Growing your Business

Peter Fuller
Regional V.P. & Managing Director
Progress Australia & New Zealand
Exchange - October 2013

PROGRESS
EXCHANGE 2013
DISCOVER. DEVELOP. DELIVER.

Agenda

- Emerging Markets - Where is the growth
- Global IT Spend - How does this relate to Asia Pacific
- Market Opportunity - Regional View
- Approach to Market - How Can Progress Help

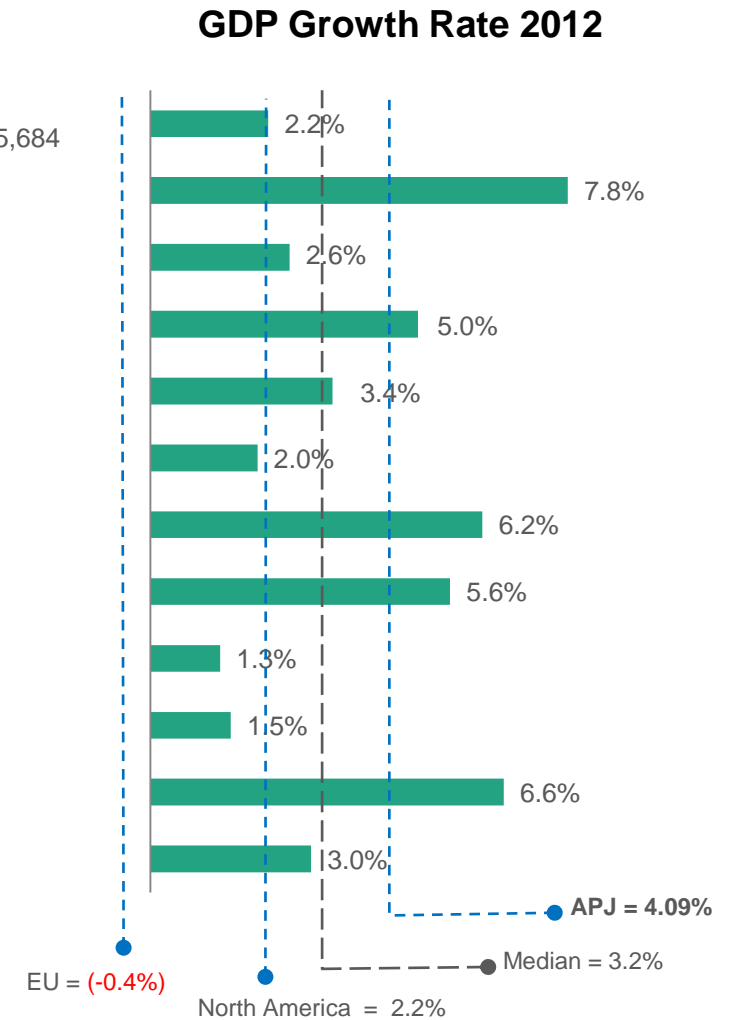
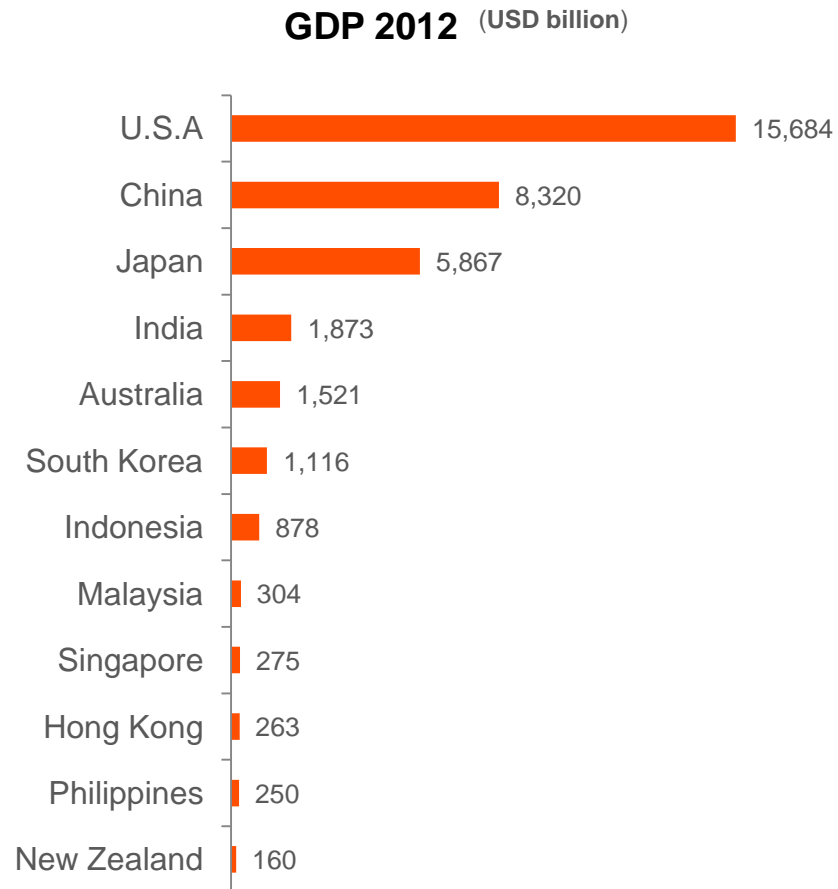
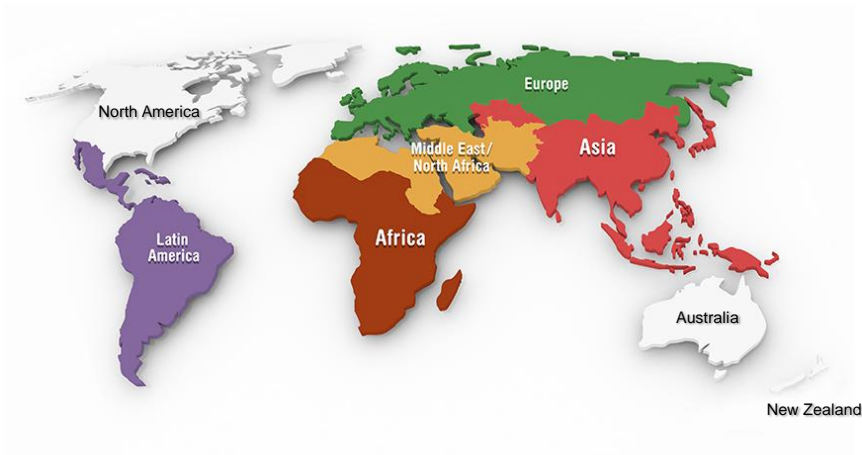


2018

Agenda

- Emerging Markets - Where is the growth
- Global IT Spend - How does this relate to Asia Pacific
- Market Opportunity - Regional View
- Approach to Market - How Can Progress Help

GDP Growth Rates



* Source: The World Bank

Asia Pacific - A market opportunity?



Rank	Country	% Respondents
1	India	66.4
2	Brazil	65.7
3	China	65.4
4	Russia	39.7
5	Indonesia	27.4
6	South Africa	22.2
7	Vietnam	20.1
8	Mexico	18.5
9	Turkey	17.8
10	Argentina	10.3
11	Thailand	9.5
12	Chille	9.3
13	South Korea	8.6
14	Malaysia	8.4
15	Singapore	8.1
16	Nigeria	7.7
17	Colombia	7.4
18	Saudi Arabia	7.4
19	Poland	7.0
20	Phillipines	6.7

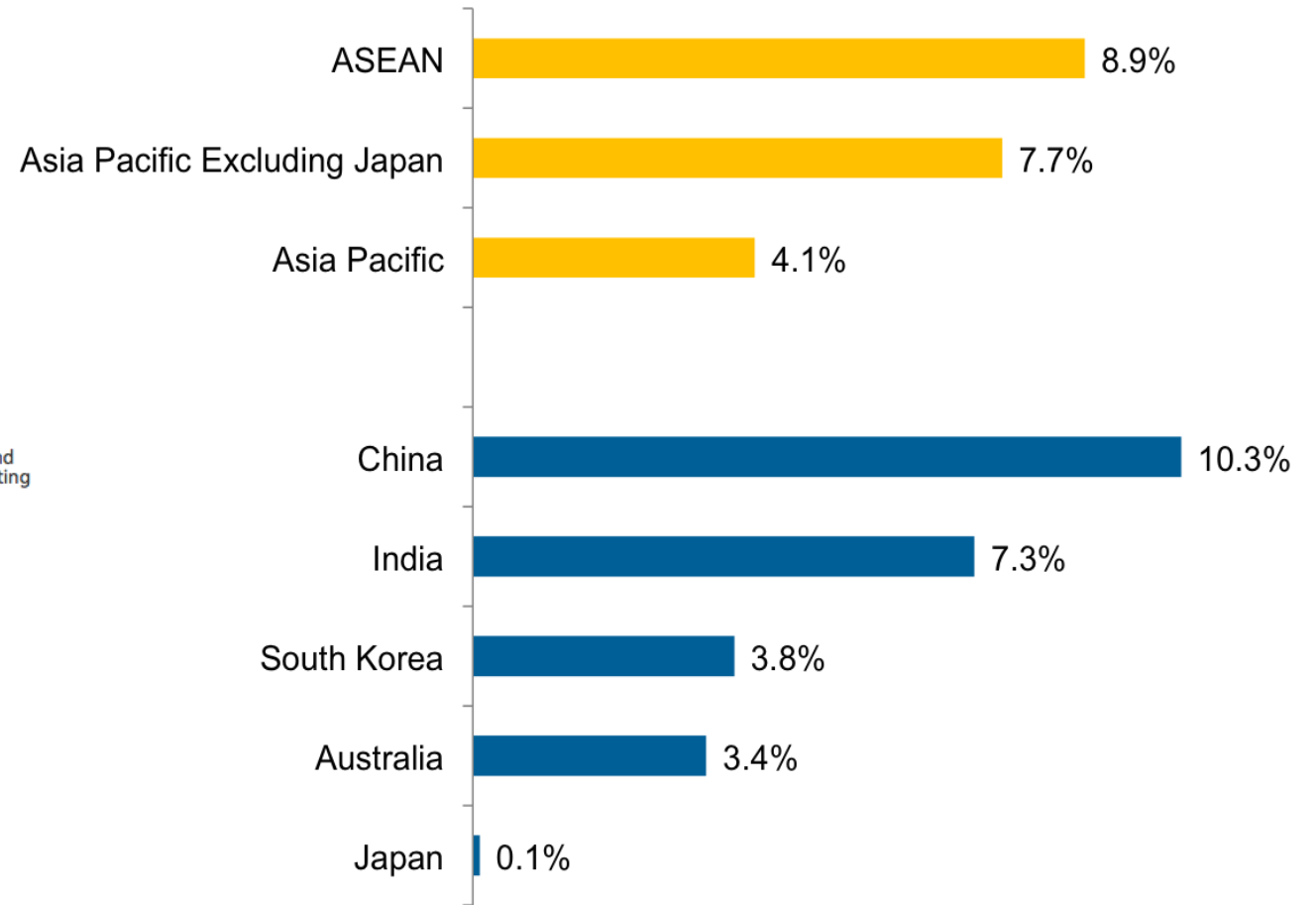
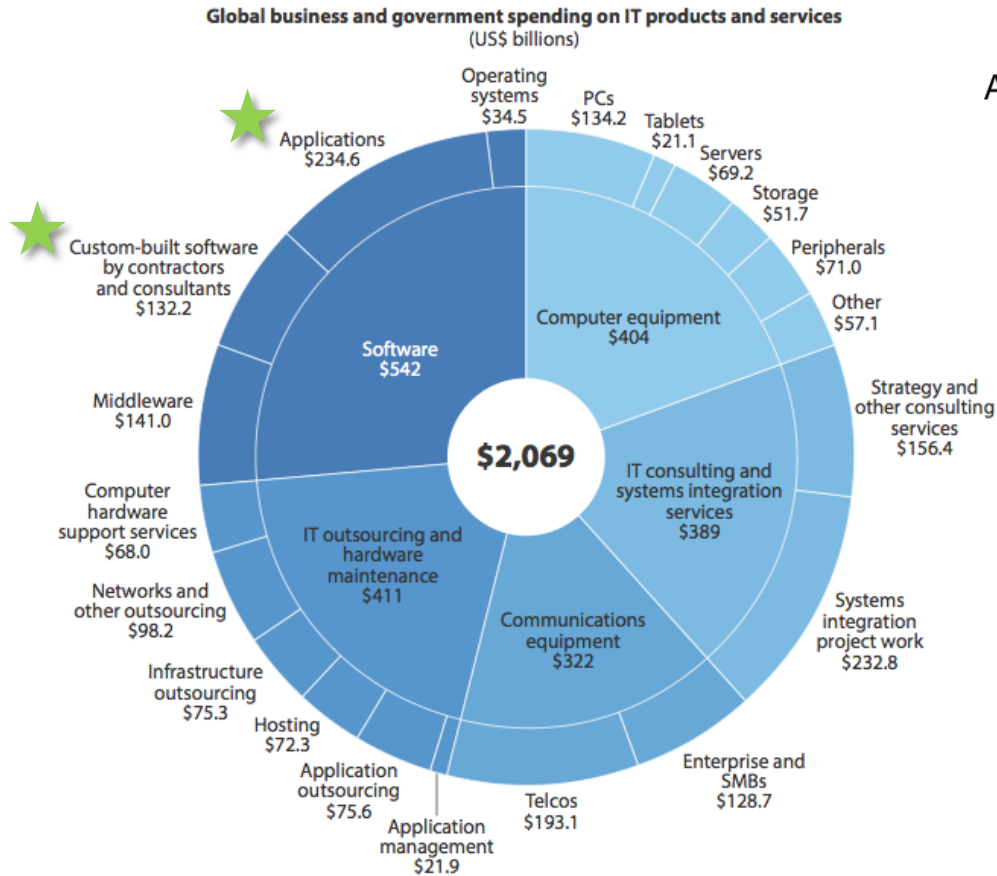
Agenda

- Emerging Markets - Where is the growth
- Global IT Spend - How does this relate to Asia Pacific
- Market Opportunity - Regional View
- Approach to Market - How Can Progress Help

Where are organisations Globally spending on IT

Figure 3 The Global Tech Industry Wheel: Purchases Of IT Products And Services In 2013

The spreadsheet associated with this figure contains additional data.



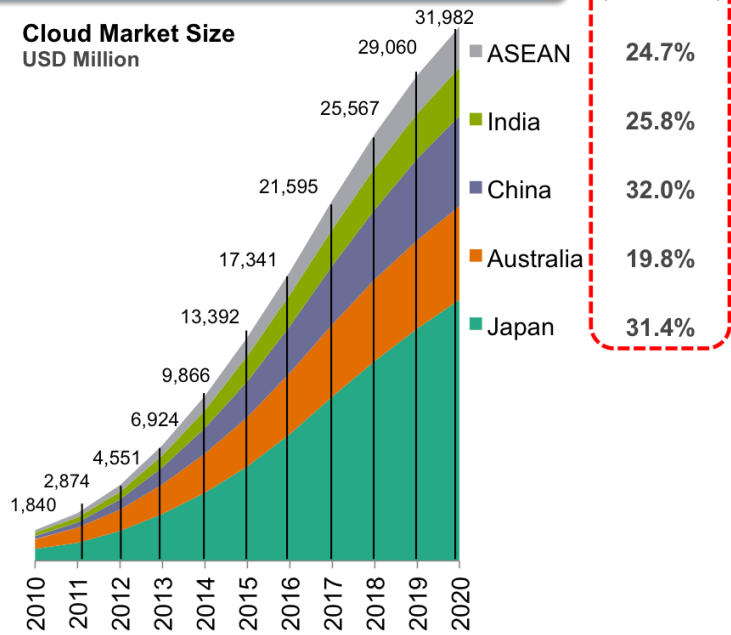
* Source: Forrester Report Asia Pacific Market page 5 Sec1:4, Sizing The Cloud Markets

Agenda

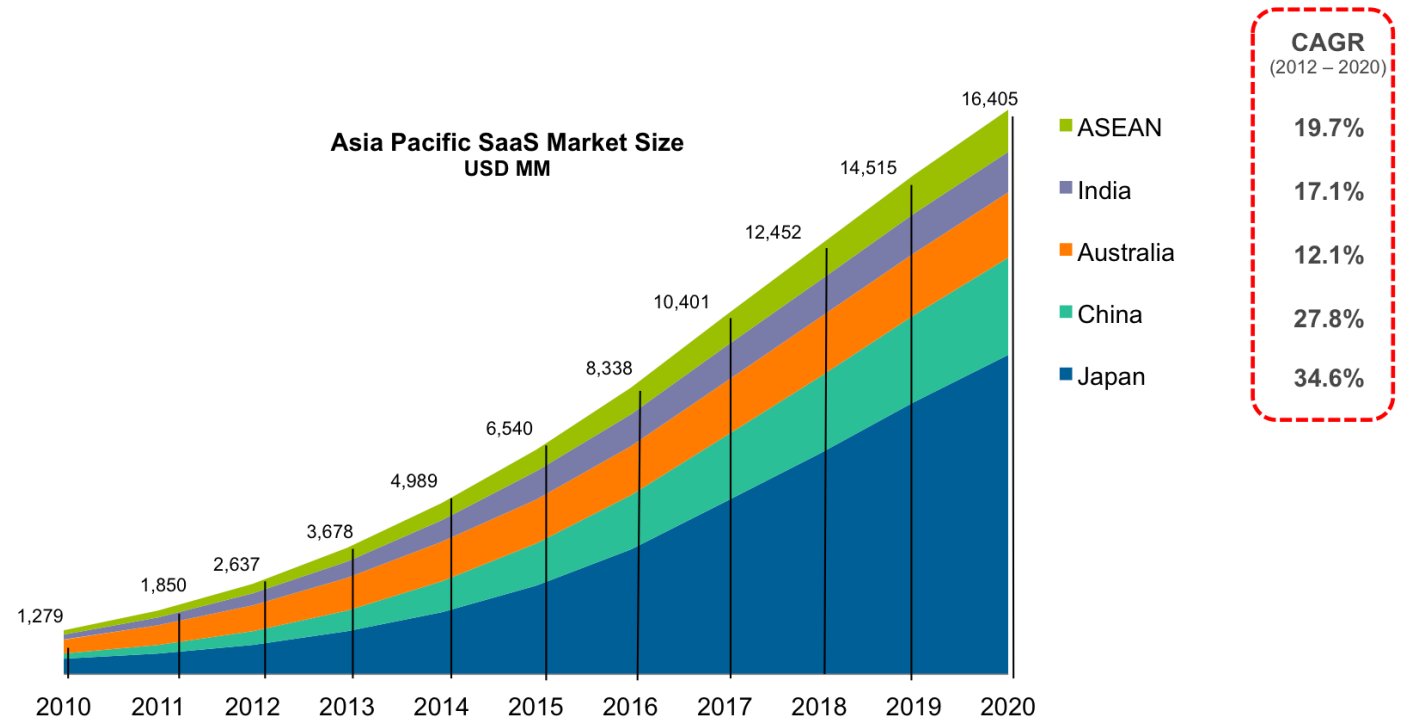
- Emerging Markets - Where is the growth
- Global IT Spend - How does this relate to Asia Pacific
- Market Opportunity - Regional View
- Approach to Market - How Can Progress Help

Asia Pacific Cloud Market Forecast

These Five markets combined account for approximately 85% of the total FY'12 Asia Pacific cloud market size



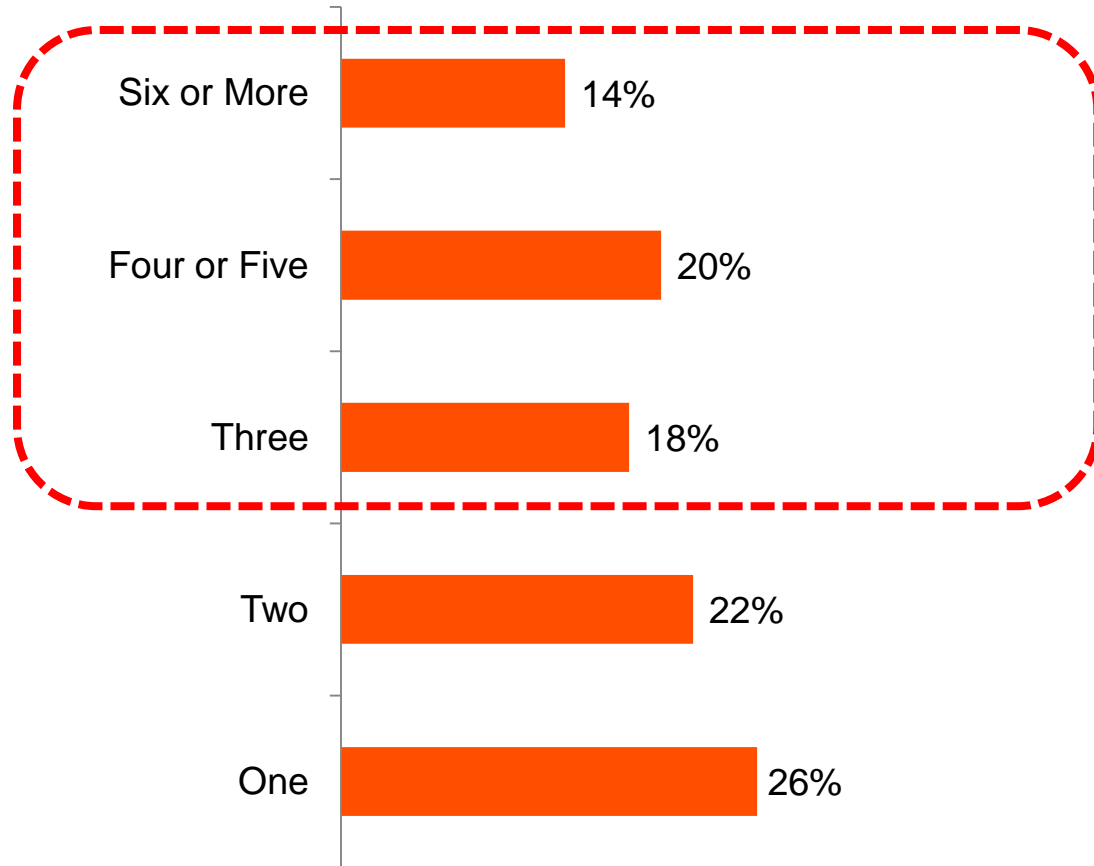
SaaS Market Forecast Across Asia Pacific



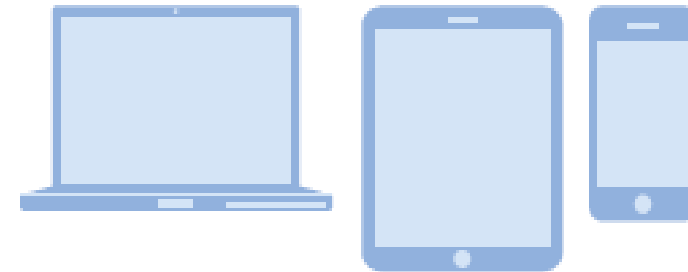
- CAGR – Compounded Annual Growth Rate
- ASEAN includes Indonesia, Malaysia, Philippines, Singapore, Thailand and Vietnam

* Source : Forrester Report "Sizing the cloud Markets"

Mobility - Asia Pacific Information Workers Using Combination of Multiple Work and Personal Devices For Work



52% of all information workers use three or more devices for work.



60% of devices reported by info workers are used for both work and personal purposes.

* Source: Forrester Report Asia Pacific Market 2013 Page no 6 (Sec1:5)

Where Is This All Happening?

China



Shanghai

- \$2.6 Trillion across top 4 industries
- Real Estate 17%
- Tourism 14%

Malaysia



Kuala Lumpur

- BAaaS forecast CAGR 33.2%
- Retail 24%

Indonesia



Jakarta

- Telekom – investing US\$233M 2013-2017
- Food & Beverage 13%

India



Delhi

- IT & IT Services growing at 14%
- Food Processing 15%

Philippines



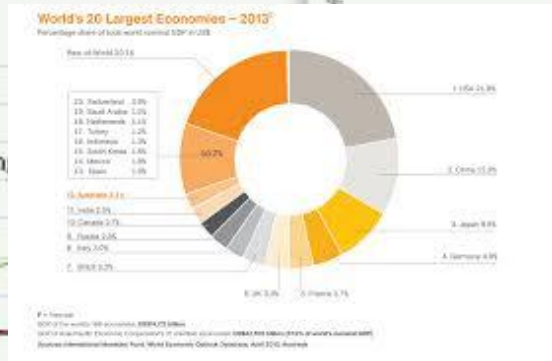
Manila

- Govt.' initiative – interconnect
- Government Cloud “G Cloud”

Agenda

- Emerging Markets - Where is the growth
- Global IT Spend - How does this relate to Asia Pacific
- Market Opportunity - Regional View
- Approach to Market - How Can Progress Help

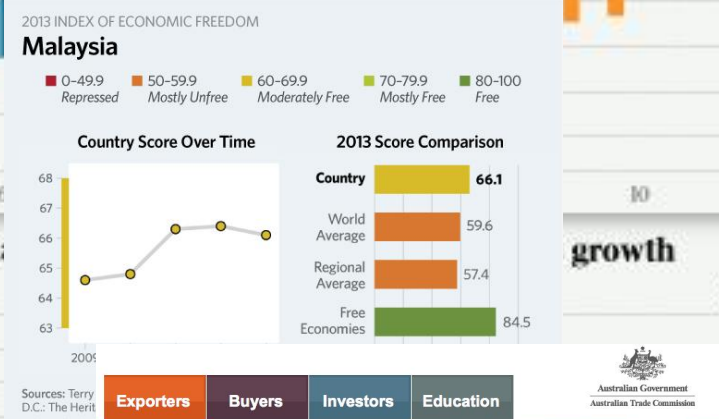
Selecting a Country or Region in which to invest



3.13.1 Selected economic indicators (%)

	2013	2014
GDP growth	3.5	3.9
Inflation	1.7	1.9
Current account balance (share of GDP)	11.0	12.0

Source: ADB estimates.



Exporters **Buyers** **Investors** **Education**

CUTTING-EDGE TECHNOLOGY

Source: Bloomberg

Selecting a Country or Region in which to invest



- Financial Stability
- Political Stability
- Cultural differences
- Ease of doing Business
- Progress installed base – complimentary or competitive
- Competition
- Market Opportunity

Entering the Market and Leveraging Progress




Direct versus
Indirect


THE PLATFORM THAT
WILL LAUNCH A
THOUSAND IDEAS

Learn more about
Progress **PACIFIC**

APPLICATIONS BORN



Leverage
Progress
Ecosystem

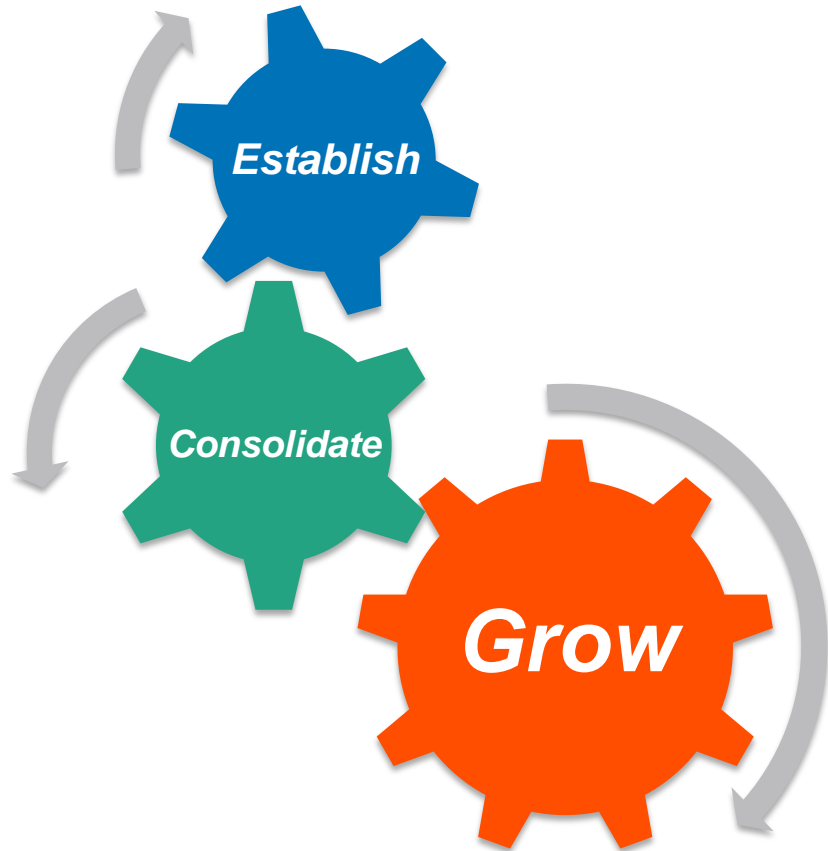


Progress
Partner Plus

	Value Proposition	Business Operation
WHO YOU SELL TO... Market segment Characteristics Business drivers Relationship Time to Market	WHAT YOU SELL... <ul style="list-style-type: none">Value PropositionSolutionProcess AlignmentDeliverables	HOW YOU DELIVER <ul style="list-style-type: none">Core CapabilitiesResourcesStructureOperating Process

Joint
Go-to-Market
Strategy

Australia “The Springboard” – Establish / Consolidate / Grow



- ✓ Financial stability and growth
- ✓ Political stability
- ✓ Language
- ✓ Cultural differences
- ✓ Ease of doing business
- ✓ Progress Installed base
- ✓ Competition
- ✓ Market Opportunity



Call to Action

- APJ is a growth region
- **Application SW** is still the biggest spend
- We've discussed some individual countries and their key growth industries
- Progress coverage across APJ
- Confirmation of market opportunity
- What do you consider when entering new markets, and how can Progress help
- Where will you start?





Questions?

Making Leaders Successful Every Day



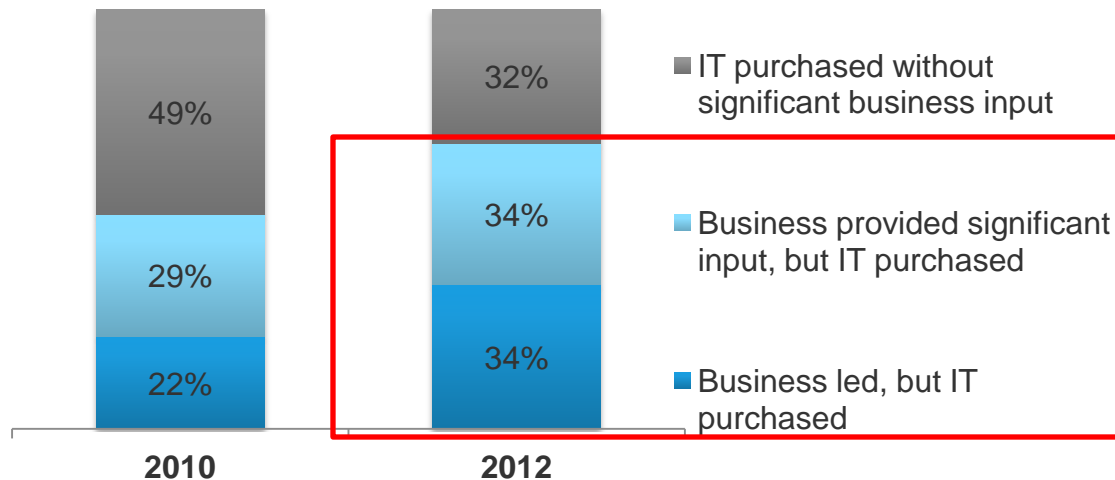
A View Of IT From Asia Pacific

Tim Sheedy, Senior Analyst
Serving CIO Professionals

October, 2013

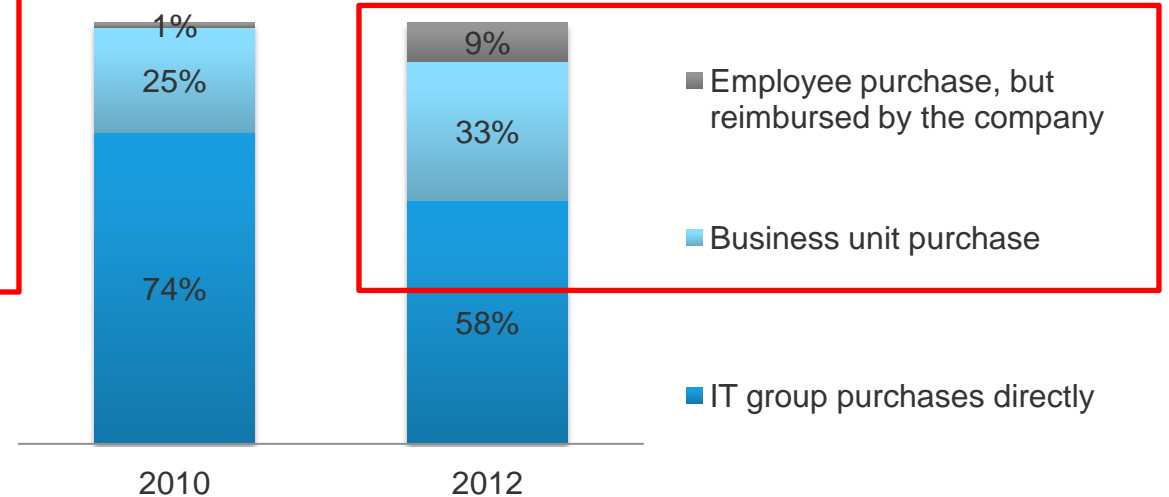
IT Departments in Asia Control Less Than 60% Of Enterprise IT Purchases

Business Influence on IT Purchases



Q. Thinking about the technology spending that IT group(s) buy directly, how much of that buying do business groups influence?

IT Purchase Decision-Makers



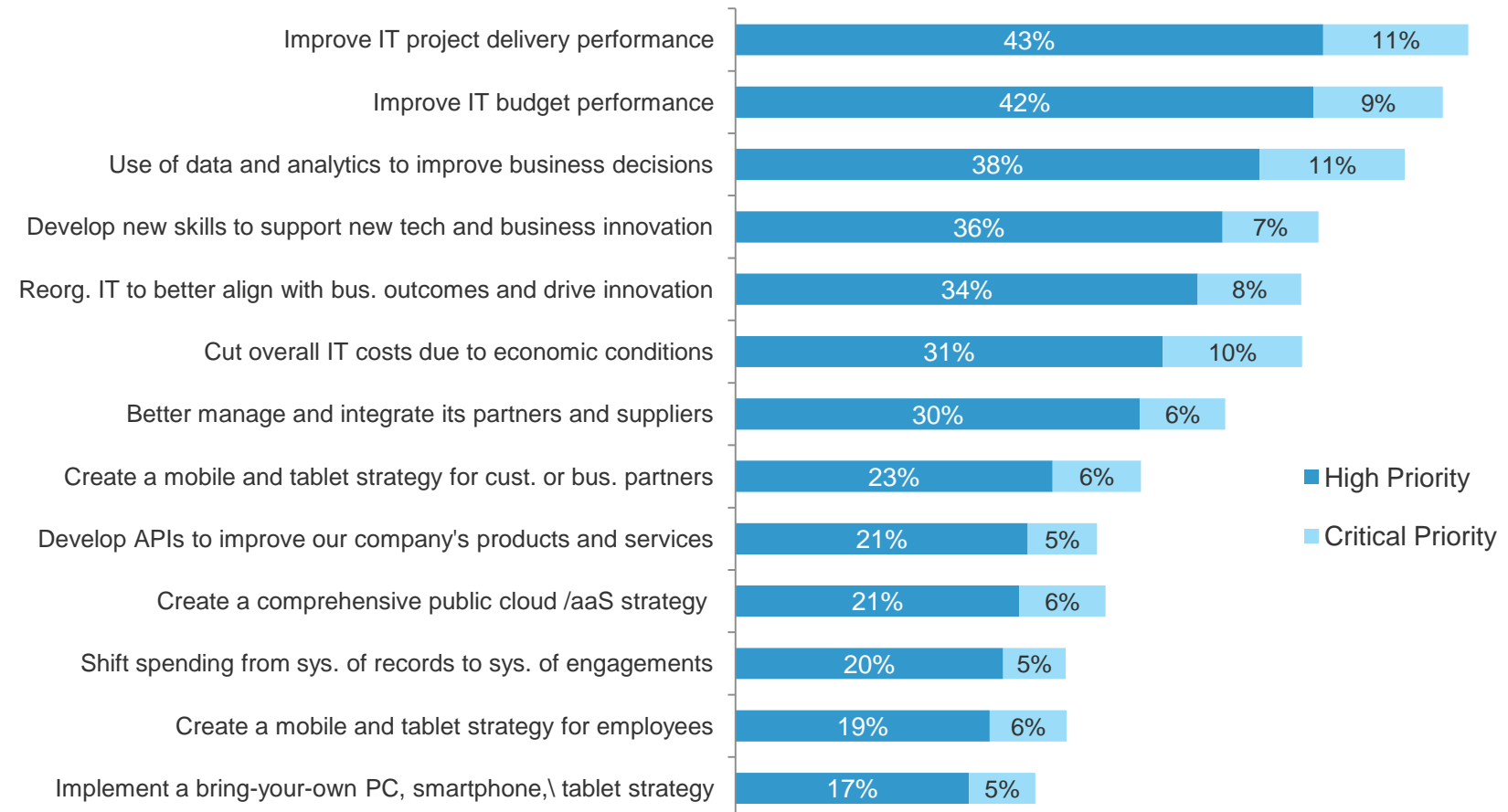
Q. Thinking about all of your firm's technology spending, estimate how it breaks down across the following types of purchasers?

Base: 3659 IT decision makers in Asia (ANZ, India, China, Japan, Philippines, Indonesia, Malaysia, Singapore)

Source: Forrsights Budgets And Priorities Tracker Survey, Q2 2012 & Q4 2010

IT Decision Makers struggle with the performance of their IT department

- › “Which of the following technology initiatives is your IT organization prioritizing over the next 12 months?”



Base: 1437 IT executives and technology decision-makers located in Australia, China, India, Indonesia, Japan, Malaysia, the Philippines and New Zealand
 Source: Forrsights Budgets And Priorities Tracker Survey, Q4 2012

Business Decision Makers will focus on analytics, new skills and new partners to deliver more business value

▶ “Which of the following technology initiatives is your IT organization prioritizing over the next 12 months?”

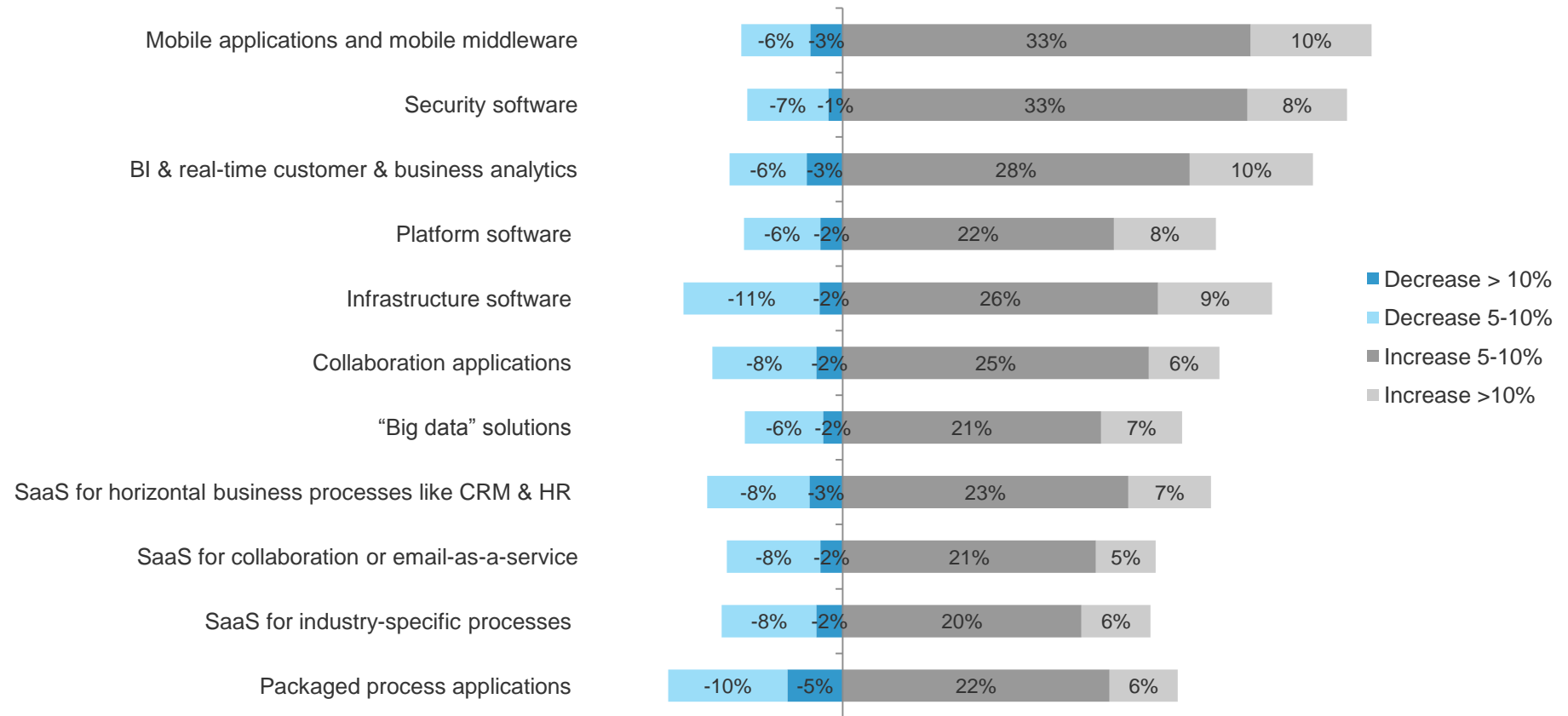


Base: 1369 business decision makers located in Australia, China, India, Indonesia, Japan, Malaysia, the Philippines, New Zealand, and Singapore

Source: Forrsights Business Decision-Makers Survey, Q4 2012

Asian companies will increase their software spending primarily on mobile apps, security and BI

› “How do you expect your spending on the following software categories to change in 2013 compared with 2012?”



Base: 1437 IT executives and technology decision-makers located in Australia, China, India, Indonesia, Japan, Malaysia, the Philippines and New Zealand
 Source: Forrsights Budgets And Priorities Tracker Survey, Q4 2012

What the business wants and what the IT department plans for the next twelve months

➤ “What are your firm’s plans to adopt the following technologies?”

	BDM	ITDM
Business unit/function specific solutions	1	2
Business process management tools	2	3
Content management software	5	1
Packaged apps impl, upgrade or consolidate	3	5
Customer communication management	4	7
Real-time predictive analytics	7	6
'Big data' solutions	11	4
Web analytics	8	8
Enterprise marketing platforms	6	11
Social intel/listening tools	9	9
Enterprise social networking tools	12	10
Loyalty management platforms software	10	12

Base: 1437 IT executives and technology decision-makers located in Australia, China, India, Indonesia, Japan, Malaysia, the Philippines and New Zealand

Source: Forrsights Budgets And Priorities Tracker Survey, Q4 2012

ITDM are planning to invest in 2013. BDM have made a formal request in 2013.

Thank you

Tim Sheedy

+61 2.9006.3327

tsheedy@forrester.com

blogs.forrester.com/cio

Twitter: @timbo2002

forrester.com



Questions?



PROGRESS