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
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GDP Growth Rates

GDP 2012 (USD billion)

- U.S.A: 15,684
- China: 8,320
- Japan: 5,867
- India: 1,873
- Australia: 1,521
- South Korea: 1,116
- Indonesia: 878
- Malaysia: 304
- Singapore: 275
- Hong Kong: 263
- Philippines: 250
- New Zealand: 160

GDP Growth Rate 2012

- EU: (-0.4%)
- North America: 2.2%
- Median: 3.2%
- APJ: 4.09%

*Source: The World Bank
Asia Pacific - A market opportunity?

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

*Source: Forrester Report Asia Pacific Market page 5 Sec14, Sizing The Cloud Markets*
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Asia Pacific Cloud Market Forecast

- **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

* Source: Forrester Report Asia Pacific Market 2013 Page no 6 (Sec1:5)
Where Is This All Happening?

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

Malaysia
- BAaaS forecast CAGR 33.2%
- Retail 24%

Indonesia
- Food & Beverage 13%

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

Philippines
- Govt.’ initiative – interconnect
- Government Cloud “G Cloud”

Shanghai

Kuala Lumpur

Jakarta

Delhi

Manila
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Selecting a Country or Region in which to invest
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

Leverage Progress Ecosystem

Progress Partner Plus

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

**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?”

- Improve IT project delivery performance: 43% (11% High Priority)
- Improve IT budget performance: 42% (9% Critical Priority)
- Use of data and analytics to improve business decisions: 38% (11% Critical Priority)
- Develop new skills to support new tech and business innovation: 36% (7% Critical Priority)
- Reorg. IT to better align with bus. outcomes and drive innovation: 34% (8% Critical Priority)
- Cut overall IT costs due to economic conditions: 31% (10% CriticalPriority)
- Better manage and integrate its partners and suppliers: 30% (6% Critical Priority)
- Create a mobile and tablet strategy for cust. or bus. partners: 23% (6% Critical Priority)
- Develop APIs to improve our company's products and services: 21% (5% Critical Priority)
- Create a comprehensive public cloud /aaS strategy: 21% (6% Critical Priority)
- Shift spending from sys. of records to sys. of engagements: 20% (5% Critical Priority)
- Create a mobile and tablet strategy for employees: 19% (6% Critical Priority)
- Implement a bring-your-own PC, smartphone,\ tablet strategy: 17% (5% Critical Priority)

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

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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?”

<table>
<thead>
<tr>
<th>Initiative</th>
<th>High Priority</th>
<th>Critical Priority</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improve the use of data &amp; analytics to improve business decisions &amp; outcomes</td>
<td>34%</td>
<td>14%</td>
</tr>
<tr>
<td>Improve IT project delivery performance</td>
<td>32%</td>
<td>12%</td>
</tr>
<tr>
<td>Help the organization better manage &amp; integrate its partners &amp; suppliers</td>
<td>30%</td>
<td>10%</td>
</tr>
<tr>
<td>Develop new skills to better support emerging technologies &amp; business innovation</td>
<td>29%</td>
<td>10%</td>
</tr>
<tr>
<td>Reorganize/retrain IT to better align with business outcomes &amp; drive innovation</td>
<td>29%</td>
<td>9%</td>
</tr>
<tr>
<td>Improve IT budget performance</td>
<td>27%</td>
<td>9%</td>
</tr>
<tr>
<td>Cut overall IT costs due to economic conditions</td>
<td>24%</td>
<td>10%</td>
</tr>
<tr>
<td>Create a comprehensive strategy &amp; implementation plan for public cloud services</td>
<td>22%</td>
<td>10%</td>
</tr>
<tr>
<td>Create a comprehensive mobile &amp; tablet strategy for customers/business partners</td>
<td>22%</td>
<td>9%</td>
</tr>
<tr>
<td>Develop &quot;smart product APIs&quot; that improve capabilities of our company's products &amp; services</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Shift spending from core systems to apps that help us engage with customers/business partners</td>
<td>21%</td>
<td>9%</td>
</tr>
<tr>
<td>Create a comprehensive mobile &amp; tablet strategy for employees</td>
<td>20%</td>
<td>8%</td>
</tr>
<tr>
<td>Implement a bring-your-own PC, smartphone, &amp;/or tablet strategy</td>
<td>19%</td>
<td>7%</td>
</tr>
</tbody>
</table>

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?

- Mobile applications and mobile middleware
  - Decrease > 10%
  - Decrease 5-10%
  - Increase 5-10%
  - Increase >10%
  - 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?”

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

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

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Questions?
PROGRESS