

# **2007-2008 Annual Report on Business Strategies & Investments Developments of Multinational Software Enterprises in China**

## **Report Information**

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Research Field: Platform software, application software, middle software and others

Enterprises Involved: Microsoft, IBM, SUN, ORACLE, HP, and others

## **Report Highlights**

In recent years, intellectual resources in China have received growing favors from multinational software enterprises. With strengthening intellectual property protection, China's software market is gaining a higher position in the world. Out of their global strategic considerations, multinational software enterprises have set up various R&D and sales departments in China and increased their investment in the China's market in an attempt to gain a favorable position in market competitions.

As for multinational software enterprises' operation strategies in China, how to get into integration with the Chinese economy and the development process of China's information industry has become a topic of wide attention. Looking at multinational software enterprises' localization strategies in China, setting up R&D centers and hiring local talents have become their basic strategies for localization. This is also an important way for multinational companies to take root in China. Like many multinational enterprises, Microsoft, the biggest software enterprise in the world, has also actively pushed forward a localization strategy in China to fulfill its promise to "Progress and grow along with China's information industry". As Microsoft deepens its understanding of the Chinese market, its localization strategies have shown new features, with emphasis on combining

with policies and economic growth.

Multinational software enterprises' operation strategies in China reflect their strategies and thought to get integrated with the long-term economic growth of China. The 2007-2008 Annual Report on Business Strategies & Investments of Multinational Software Enterprises in China released by CCID Consulting will help enterprises and investors to accurately grasp the pulse of multinational software enterprises' competition strategies in China, and bring new ideas to more multinational and home software enterprises:

- 📖 Accurate market description data, describe annual market changes from the perspectives of market size, competition pattern and brand structure, and see through the industry development trend.
- 📖 Outline multinational software enterprises' competition performance in China in 2007, sum up their competition strategies in China from such diverse dimensions as R&D strategies, R&D directions, R&D inputs, R&D layout, brand strategies, product strategies, channel strategies, price strategies, services strategies, employee management, employee incentives, employee training and development, and assess their secrets for market leadership.
- 📖 Conduct in-depth analysis of leading multinational software enterprises' major strategic measures such as their R&D positioning, services positioning, product positioning and HRM strategies, and compare and evaluate their competition strategies from the 3 major dimensions of R&D, marketing and human resources.
- 📖 In combination with the research conclusions about multinational software enterprises' competition strategies in China, provide strategic decision support to users who use this report.

## Report Framework

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