



**PRESS RELEASE**

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**IDC Greece Enterprise Application Software Market 2013–2017 Forecast and 2012 Vendor Shares Report**

**Athens, September 2013** – In 2012, the enterprise application software (EAS) market in Greece totaled \$91 million, representing a year-on year-decline of 15.3% in U.S. dollar terms. Measured in local currency, the market declined 8.2% from the previous year. SAP continued to lead the EAS market in Greece in 2012, followed by SingularLogic, Oracle, Microsoft, and Entersoft.

"Indeed, 2012 proved to be another tough year for the entire Greek IT market, as the increased political uncertainty and "Grexit" fears ahead of Greece's double elections effectively brought new economic activity to a virtual standstill" says Research Analyst Vangelis Karanikas from IDC Greece. "Overall, the poor economic and liquidity conditions made EAS buyers in Greece, especially smaller businesses, extremely cautious, requesting large price reductions in existing maintenance contracts. For yet another year, newly implemented investments focused mostly on mission-critical or regulation-driven applications, while cloud-based and hosted models still represent a very small fraction of the total EAS market."

In terms of vertical markets, retail ranked first, followed by wholesale; overall, the larger players in these two verticals implemented some small-scale mission-critical EAS projects, while organizations in the lower end refrained from making new EAS purchases. The process manufacturing vertical placed third.

Enterprise resource management (ERM) remained the top functional area in the Greek EAS market in 2012, accounting for slightly more than 50% of total EAS spending, followed by supply chain management (SCM) and business analytics (BA).

International market research company IDC forecasts EAS spending in Greece to decline 5.9% year on year in 2013 to \$86 million and to remain flat over the five-year forecast period, posting a compound annual growth rate (CAGR) of 0.0% and recording a value of \$91 million in 2017. "IDC expects 2013 to be another challenging year for the domestic EAS market, with the majority of market inhibitors still in place, namely poor liquidity conditions, pricing pressures, and a deteriorating outlook for EAS spending in the all-important SMB segment and the domestic finance vertical market" says Karanikas. "That said, IDC expects the slightly improving economic environment to enhance business confidence and willingness to invest; this, together with the major public sector transformation projects finally being awarded, and a potential rebound in IT spending among SMBs, should have a positive effect on the domestic EAS market from 2014 onward."

The study Greece Enterprise Application Software Market 2013–2017 Forecast and 2012 Vendor Shares (IDC #ER05V) provides a detailed overview of the Greek market for integrated EAS suites in calendar year 2012. Enterprise suites are typically architected with an integrated set of business rules and metadata, accessing a single database (logical or physical) from a single consistent user interface. IDC's EAS market definition requires that a software application is an integrated solution and meets threshold criteria detailing minimum functionality, minimum size and license and maintenance revenue, and requisite software sophistication.

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## About IDC

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