

## Enterprise Software Market on the Recovery

Written by Marco Attard  
05 May 2011

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Gartner reports the WW enterprise software market is on its way to recovery-- with total software revenue for 2010 reaching \$245BN and 8.5 Y-o-Y growth.

This follows 2009's -2.5% Y-o-Y decline to \$226BN.

The analyst says 2010 represents the market's return to solid footing, as it expands and recovers while major software vendors expand their product portfolios, acquire companies (where appropriate) and reach deeper into emerging markets.

W. Europe in particular sees relatively modest dollar-denominated growth-- showing recovery that's not as rapid as other regions'.

### Top Five Enterprise Software Vendors Worldwide by Total Enterprise Software Revenue, 2010 (Millions of U.S. Dollars)

	2010 Revenue	2010 Market Share (%)	2009 Revenue	2009 Market Share (%)	2009-2010 Growth (%)
Microsoft	54,711	22.4	48,650	21.6	12.5
IBM	25,436	10.4	24,073	10.7	5.7
Oracle	23,918	9.8	20,037	8.9	19.4
SAP	12,979	5.3	11,390	5.1	13.9
Symantec	5,655	2.3	5,513	2.4	2.6
Other Vendors	121,945	49.8	115,842	51.3	5.3
<b>Total</b>	<b>244,644</b>	<b>100.0</b>	<b>225,505</b>	<b>100.0</b>	<b>8.5</b>

Source: Gartner (May 2011)

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Microsoft retains its no. 1 position, with a WW market share of 22.4% and revenues reaching \$55BN for 2010, with growth results no doubt enhanced with broader Windows 7 and Office 2010 adoption. Gartner says the company is also placing more emphasis on enterprise applications and infrastructure software programming platforms.

IBM maintains the 2nd place-- and would be no. 1 if Gartner did not count Microsoft's Office and Windows OS consumer sales. Meanwhile Oracle (at 3rd place) shows the top 5's strongest growth, with 19.4% Y-o-Y revenue growth.

What about 2011? Gartner expects more mergers and acquisitions, as vendors and service providers look to expand their customer bases, and improve their overall market presence.

Go [Gartner Says WW Enterprise Software Market Grew 8.5% in 2010](#)