

PC Diagnostic Testing Software -- Modular, Flexible Designs Create Markets Expected to Reach \$337 Million By 2014

LEXINGTON, Massachusetts (April 23, 2008) – WinterGreen Research announces that it has a new study on the topic of PC diagnostics market strategies, market shares, and market forecasts. PC diagnostics are used in the manufacturing and retail industry to provide modular systems that provide flexibility. The systems are designed for innovative ways to manage remote management of diagnostic testing.

The modularity of PC diagnostics makes them versatile and flexible. Modules can be put together in a variety of ways, giving users choices about what functionality the systems will have.

A mission critical diagnostic system provides open connectivity between platforms and operating systems. According to Susan Eustis the principal author of the study, “products provide a consistent mechanism for a wide variety of system interconnections in the context of achieving diagnosis and testing of PCs. Common API's and operational procedures simplify the tasks that must be carried out when integrating and testing different systems.”

PC manufactures need to avoid hardware problems. They need to avoid calls for service, they need to be able to tell is a problem is with the hardware or software when a call does come in. If there is a hardware PC problem, the service center needs to be able to fix it quickly.

Calls to the service center are costly. OEM PC diagnostic software spreads the cost of implementing feature rich functionality over the entire customer base.

As companies seek to work more efficiently with each other in ecosystems messaging is the vehicle for information exchange between applications. As the supply chain is automated, the value of mission critical messaging becomes more evident.

OEM PC diagnostics markets at \$121.4 million in 2007 are anticipated to reach \$337 million by 2014. Demand for increased reliability of systems is the market driver. In addition, the packaged software solutions are more efficient than home grown testing and diagnostic solutions because they spread the cost of adding features over the broad customer base.



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WinterGreen Research is an independent research organization funded by the sale of market research studies all over the world and by the implementation of ROI models that are used to calculate the total cost of ownership of equipment, services, and software.

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