

Company revenue for DBMS products will be just over \$26 million in 1984, up 118% from \$12 million in 1983. Growth will continue to be high through 1986. By 1987 annual revenue growth for companies will start leveling off (42% growth) as the UNIX DBMS market starts showing signs of maturity.

Total unit sales will increase at a higher rate over the next five years due to the increased availability and usage of UNIX on microcomputers. The cumulative end user dollar value of the installed UNIX DBMS market will grow from \$37 million in 1983 to \$513 million in 1987, averaging 93% growth annually. (See Table 2-1).

TABLE 2-1
UNIX DBMS INSTALLED BASE AND PROJECTIONS

	1983	1984	1985	1986	1987
Company Revenue: (\$ millions)	\$11,970	\$26,150 (118%)	\$66,020 (152%)	\$114,870 (74%)	\$162,660 (42%)
Direct Sales Units:	1,520	3,410 (124%)	8,200 (140%)	13,550 (65%)	17,900 (32%)
Sales to Resale: Channels:	5,860	17,050 (190%)	54,620 (220%)	102,960 (88%)	148,030 (44%)
Total Units Sold:	7,380	20,460 (177%)	62,820 (207%)	116,510 (85%)	165,930 (42%)
Annual Dollar Value of Installed Base: (\$ millions)	\$13,665	\$35,000 (156%)	\$82,870 (137%)	\$147,730 (78%)	\$213,370 (44%)
Cumulative Dollar Value of Installed Base: (\$ millions)	\$36,665	\$68,625 (87%)	\$151,500 (121%)	\$299,225 (97%)	\$512,600 (71%)

(ANNUAL GROWTH)

Figure 2-3
UNIX DBMS Market Leaders by
Cumulative Installed Base

