

# **BARNES** *Reports*

**Computer Systems Designs Services  
Industry (NAICS 541512)**

- Market Reports
- Industry Trends
- Demographic Data

**-2008 edition**

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# COMPUTER SYSTEMS DESIGNS SERVICES INDUSTRY (NAICS 541512)

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# COMPUTER SYSTEMS DESIGNS SERVICES INDUSTRY (NAICS 541512)

## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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# COMPUTER SYSTEMS DESIGNS SERVICES INDUSTRY (NAICS 541512)

## INDUSTRY DEFINITION AND RELATED INDUSTRIES

**NAICS 541512: Computer Systems Designs.** This industry comprises establishments primarily engaged in planning and designing computer systems that integrate computer hardware, software, and communication technologies. The hardware and software components of the system may be provided by this establishment or company as part of integrated services or may be provided by third parties or vendors. These establishments often install the system and train and support users of the system.

### Related Industries

- Computer Programming Services
- Computer Manufacturing
- Software Publishing

### U.S. Census Categories

NAICS 541512 – Computer Systems Designs is:  
100% comparable to SIC 7373 – Computer Systems Designs  
74% comparable to SIC 7379 – Computer Systems NEC

### Sub-Industries

- Computer integrated systems design
- Systems software development services
- Computer systems analysis and design
- Systems engineering, computer related
- Systems integration services
- Local area network (LAN) systems integrator
- Office computer automation systems integration
- Computer system selling services
- Turnkey vendors, computer systems
- Value-added resellers, computer systems
- Computer-aided system services
- Computer-aided design (CAD) systems service
- Computer-aided engineering (CAE) systems service
- Computer-aided manufacturing (CAM) systems service