Latin America Quarterly Enterprise Storage Systems Tracker

IDC’s Latin America Quarterly Enterprise Storage Systems Tracker® takes an in-depth look at the market opportunity for storage systems across the region. Countries covered are Argentina, Brazil, Chile, Colombia, Mexico, Venezuela, Peru, Bolivia, Uruguay, Paraguay, Ecuador, and the rest of Latin America (RLA). Segments analyzed include disk storage location (internally, externally, and ODM), redundancy (RAID/JBOD), price bands based on average selling value, and installation environment (direct-attached storage [DAS], storage area network [SAN], network-attached storage [NAS], ESCON/FICON SAN, and iSCSI), and other market vendor-specific details such as product brand and model name. Five-year forecasts and related assumptions are updated on a quarterly basis.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in customer revenue, factory revenue, units, and terabytes.

Core Coverage

- **Product category**: External, internal, compute intensive, storage intensive, and storage expansion
- **Topology**: Direct, mainframe networked, and open networked
- **Installation**: DAS, ESCON/FICON, NAS, and SAN
- **Protocol**: Direct-attached storage, storage area network (Fibre Channel, Fibre Channel over Ethernet, InfiniBand, Switched SAS, iSCSI, and ESCON/FICON), and network-attached storage
- **Product brand**: This subtechnology varies according to the vendor (IBM Storwize, IBM DS8000, EMC Symmetrix, EMC VNX, HP XP, HP 3Par, etc.)
- **Model name**: This subtechnology varies according to the vendor (HP 3Par StoreServ 10000, IBM Storwize V3700, Dell PowerVault DL2000, etc.)
- **Redundancy**: RAID versus JBOD
- **Storage class**: Entry, midrange, and high end
- **Price bands**: 10 price bands, from $0 to $250,000+

Optional Content Add-Ons

- **Vertical market**: Retail, wholesale, media, telecommunications, education, banking, insurance, securities and investment services, federal/central government, state/local government, construction, discrete manufacturing, process manufacturing, resource industries, healthcare provider, personal and consumer services, professional services, transportation, and utilities.
- **Segment**: Education, government, large business (500–999), medium business (100–499), small business (1–99), very large business (1,000+)
- **Channel**: Direct, distributor, systems integrator, VARs

Geographic Scope

- Latin America (Argentina, Brazil, Chile, Colombia, Mexico, Venezuela, Peru, Bolivia, Uruguay, Paraguay, Ecuador, and the rest of Latin America)

Data Deliverables

This Tracker is delivered on a [quarterly, semiannual] basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule please contact an IDC sales representative.

- Historical analysis
- Forecast analysis
- Interactive briefing

Forecast Coverage

Forecasts for this tracker are updated quarterly and include three years of historical data and an additional five years of annual market projections. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- **Product category**: External, internal, and other categories
- **Topology**: Direct, mainframe networked, and open networked
- **Installation**: DAS, ESCON/FICON, NAS, and SAN

Protocol: Direct-attached storage, storage area network (Fibre Channel, Fibre Channel over Ethernet, InfiniBand, Switched SAS, iSCSI, and ESCON/FICON), and network-attached storage

Storage class: Entry, midrange, high end
IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenue, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

**Planning Process**
- Regional-, state-, or city-level planning — setting regional-, country-, state-, or city-level sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

**Monitoring Process**
- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, and geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

IDC's Global Tracker Process at Work

[Diagram showing the process of IDC's global tracker, including local relationships, global expertise, and regional oversight.]