Worldwide Quarterly Enterprise Infrastructure Tracker

IDC’s Worldwide Quarterly Enterprise Infrastructure Tracker® greatly enhances clients’ ability to respond quickly and effectively to today’s dynamic market. It provides a holistic total addressable market view of the four key enabling infrastructure technologies for the datacenter, allowing clients to identify and size opportunities by geography. This tracker presents a total addressable market view for the enterprise infrastructure technologies (server, external enterprise storage systems, and purpose-built appliances: HCl appliances and PBBA) for market size, market share, and forecast while providing detailed segmentation of each individual enterprise infrastructure technology market.

Technology Coverage
This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in units*, vendor revenue, value, and terabytes* (* not available for the switches category).

Core Coverage
- Company/vendor/brand, product brand, server type, product detail, installation, scalability, and price band class
- Product category: OEM server, OEM storage, and ODM Direct
- Product: Standard server, OEM custom-built server, HCI appliances, PBBA, storage system, OEM storage expansion, ODM custom-built server, and ODM storage expansion
- Measurements: Units, system units, vendor revenue, value, and terabytes

Optional Content Add-Ons — Technology Tiles
- Server: Technology tile by company/vendor/brand, product brand, CPU type, product design/product/product detail, OS, server class by 11 price bands, processor vendor, and socket capability and U height in units, vendor revenue, and value
- Enterprise storage systems: Technology tile by company/vendor/brand, product brand, product category, group category, topology/installation/data access, data organization, scalability, storage array type, object-based storage, OS, and storage class by 9 price bands in units, terabytes, vendor revenue, and value (media type available only in terabytes, delivered in a separate pivot table)
- PBBA: Technology tile by company/vendor/brand, product brand, product category/product, and interface in units, terabytes, vendor revenue, and value (revenue type available in vendor revenue and value, delivered in a separate pivot table)

Optional Content Add-Ons — Cross-Technology Tiles
- Buyer and cloud deployment by company/vendor/brand (15 top vendors), product category and product, infrastructure platform, infrastructure sharing, infrastructure buyer, and location in units, terabytes, vendor revenue, and value (units not available for storage categories)
- Converged systems by company/vendor/brand, product brand, and product category in units, terabytes, vendor revenue, and value; HCI software vendor; component vendor; solution type; and integrated components (available only in vendor revenue and value, delivered in a separate pivot table)
- x86 server or external OEM segment and channel by company/vendor/brand product detail and socket capability for servers and by data access for external OEM in units and value

Geographic Scope
- Asia/Pacific (excluding Japan and China) (13)
- Canada
- Central and Eastern Europe (8)
- Japan
- Latin America (11)
- Middle East and Africa (18)
- PRC
- United States
- Western Europe (16)

Data Deliverables
This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:
- Historical data and forecast data (for core, technology tiles, and cross-technology tiles)

Forecast Coverage
Forecasts for this tracker are updated quarterly and include five years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the regional and country levels. The following are examples of the forecasts included in this tracker.

Core Forecast Coverage
- Product category, product, server type, product detail, installation scalability, and price band class in units*, system units*, terabytes, and value (not available for storage categories)

Optional Forecast Add-Ons — Technology Tiles
- Server forecast: Technology tile by 9 attributes in units and value
- Enterprise storage systems forecast: Technology tile by 10 attributes in terabytes and value
- PBBA forecast: Technology tile by two attributes in terabytes and value (revenue type in value only, delivered in a separate pivot table)

Optional Forecast Add-Ons — Cross-Technology Tiles
- Buyer and cloud deployment forecast by 5 attributes in units, terabytes, and value (units not available for storage categories)
- Converged systems forecast by two attributes in value
- x86 server segment and channel by product category in units and value
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