Worldwide Quarterly Workstation Tracker

IDC's *Worldwide Quarterly Workstation Tracker®* enables users to better understand the dynamics of the rapidly changing workstation market. It provides clients with a quantitative measure of the market and how particular vendors are performing within the space. Through in-depth analysis, users can quickly get answers to important product planning and positioning questions.

**Technology Coverage**

This tracker provides the total market size and vendor share for the following technology areas. Measurement for this tracker is in unit shipments and value.

**Core Historical Coverage**
- Quarter: From 1Q08 to the current calendar quarter
- Product category/product
- Product detail: All-in-one, blade, mobile, rack, and traditional desktop workstation
- Company/vendor/brand
- Specification level data: Screen size band, ECC memory, and processor information (i.e., processor vendor, processor brand, socket capability, core, CPU capability, and CPU type)
- Price band
- WS tier: Premium, performance, and value
- Model name
- Application (region level only): DCC, economic/finance, engineering, and other commercial, scientific, and software engineering
- OS: Linux, Unix, and Windows

**Core Forecast Coverage**
- Five-year forecast by region, country, product detail, and price band
- Additional forecast by OS, screen size band, application, channel, segment (which is delineated by region only), product detail, and price band (no country)

**Segment/Channel (Not All Data Available with Channel/Segment)**
- Segment: Education, government, small office (1-9 employees), small business (10–99 employees), midsize business (100–499 employees), large business (500–999 employees), and very large business (1,000+ employees)
- Channel: Direct (inbound/outbound, internet, and store) and indirect (dealer/VAR/SI, etailer, retail, and telco)

**Geographic Scope**
- Asia/Pacific (excluding Japan and PRC) (APEJC) (14): Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and the rest of Asia/Pacific
- Canada
- Central and Eastern Europe (CEE) (15): Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, and the rest of CEE
- Japan
- Latin America (17): Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela, the rest of Central America, and the rest of Latin America
- Middle East and Africa (24): Algeria, Bahrain, Botswana, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Namibia, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, the United Arab Emirates, the rest of Africa, and the rest of the Middle East
- PRC
- United States
- Western Europe (16): Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

**Data Deliverables**

This tracker is delivered on a quarterly/semiannual 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
- Forecast data
**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 revenues, 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, 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**

- **Local Relationships**
  - Interview local channels and vendors
  - Analyze import records and distributor feeds
  - Maintain local market and competitive expertise

- **Global Expertise**
  - Define IDC’s taxonomy
  - Hold discussions with worldwide headquarters of vendors
  - Own IDC’s global technology vision

- **Regional Oversight**
  - Pan-regional comparisons and analysis
  - Interview regional headquarters of vendors
  - Hold a regional market perspective