

Asia/Pacific Quarterly Security Appliance Tracker

With the increase in threat complexity and the impact of security breaches through a myriad of cases reported, organizations are now more aware of security risks and continuously look to secure themselves from threats. Security appliances are increasingly being deployed as an alternative to meet the security needs of businesses today, whether they are SMBs or enterprises. The plug-and-play ease of installation and the ability to be centrally managed are some of the key advantages of using these appliances. IDC's *Asia/Pacific Quarterly Security Appliance Tracker*® helps industry players keep abreast of the latest trends in the region. It offers invaluable information needed to stay on top of the dynamically evolving security appliance market by delivering country-specific insight into the latest product innovation, essential market shares, and the competitive landscape. This tracker is a valuable resource for most stakeholders in the security industry such as network vendors, security software vendors, service providers, and value-added resellers (VARs).

Technology Coverage

This tracker provides total market size and vendor share for the following product categories and segmentations. Measurement for this tracker is in unit shipments, vendor revenue, and end-user (value) revenue.

Product categories:

- Firewalls
- Intrusion detection and prevention (IDP)
- Content management (CM)
- Unified threat management (UTM)
- Virtual private networks (VPNs)

Segmentations:

- Segment measurement by vendor revenue, value (end-user spending), and units
 - Vendors broken down by product and models
 - Units by model
 - Price bands (average selling value)
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Geographic Scope

- APEJ (14 countries)
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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.

Forecast Coverage

Forecasts for this tracker are updated quarterly and include three years of historical data and five years of annual market projections. Forecasts are available at the regional and country levels. The trend can address the following issues that are critical to your success:

Core forecast coverage:

- Market trends by demand
- Country trends
- Forecast size by product category
- Key market drivers
- Forecast outlook

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

