Worldwide Datacenter Network QView

IDC's *Worldwide Datacenter Network QView* provides a quantitative view of leading datacenter networking technologies and closely related nondatacenter networking technologies. Specifically, this QView provides quarterly datacenter network revenue based on IDC's research into the following markets: Layer 2–3 Ethernet switches, application delivery controllers (ADCs, or Layer 4–7 switches), ADC as a service (ADCaaS), network virtualization overlays/SDN controllers (NVO/SDN controllers), Fibre Channel switches, InfiniBand switches, and WAN optimization. Further, the following nondatacenter networking technologies are also provided for additional context: routers, WLAN, IP telephony, and enterprise videoconferencing and telepresence. The data in this QView leverages IDC's qualitative and quantitative enterprise networking expertise to provide quarterly quantification of technology spending in the datacenter and in related areas outside the datacenter. The technology forecasts developed for this QView take into consideration IDC's global expertise on key datacenter infrastructure trends.

Technology Coverage

The service provides total market size and vendor share for the following technology areas and segmentations. Measurement for this QView is in vendor revenue.

Core Coverage

- **Technology:** Ethernet switch (Layer 2–3), ADC (or Layer 4–7 switch), ADCaaS, NVO/SDN controller, Fibre Channel switch, InfiniBand switch, WAN optimization, routers, WLAN, IP telephony, and enterprise videoconferencing and telepresence
- **Place in network:** Datacenter and non-datacenter
- **Deployment:** Service provider (SP), enterprise, and consumer
- **Deployment type:** Cloud provider, communications SPs, and enterprise
- **Cloud deployment:** Public cloud, private cloud, and traditional datacenter
- **Architecture:** Hyperscale, nonhyperscale, and traditional datacenter

Optional Content Add-Ons

- Ethernet switch (Layer 2–3) by place in network, speed (100Mb, 1,000Mb, 10Gb, 25Gb, 40Gb, 50Gb, and 100Gb), product (fixed managed and modular), and vendor
- Ethernet switch ODM Direct data by vendor, product (fixed managed), and speed (1,000Mb, 10Gb, 25Gb, 40Gb, 50Gb, and 100Gb)

Geographic Scope

- North America
- Europe, Middle East, and Africa (EMEA)
- Asia/Pacific (including Japan) (APJ)
- 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 data
- Forecast data
- With the purchase of IDC's *Worldwide Datacenter Network QView,* clients receive data in an Excel pivot table via idc.com and inquiry time for supporting questions regarding data usage.
- Written analyses, trend explanations, and insights are further provided by IDC's Worldwide Datacenter Networks Continuous Intelligence Service (CIS).

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

Common Web Based Data Collection, Analysis, and Repository Tool

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