

Europe, Middle East and Africa Quarterly Security Appliance Tracker

IDC's *Europe, Middle East and Africa Quarterly Security Appliance Tracker*® provides extensive coverage of the ever-growing security appliance market. This product delivers a quarterly database detailing the historical performance of the market's individual players by product category, product, operating system, and, most importantly, a 5–8 quarter forecast, plus an additional three years of annual projections by product category for each country included in the service, all of which is provided through best-in-class online delivery tools. Using this product, clients can track competitors and create quantitative market analysis. This service will support product launch, prospect evaluation, sales comparisons, and competitive analysis. The service is designed to support product managers, strategic marketers, business developers, financial analysts, and PR managers.

Technology Coverage

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

Core Coverage

- Vendor, product brand, model name
 - Product category: Firewall, Unified Threat Management (UTM), Intrusion Detection and Prevention (IDP), content management (web and messaging), and Virtual Private Networks (VPNs)
 - Server class: High-end, midrange, and volume server
 - Price band
 - Network type: wired and wireless
 - Operating system: Linux, Unix, Windows, and Others
 - U rating and rack factor
 - Measurements: units, vendor revenue, and value
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Geographic Scope

- Central and Eastern Europe (7): Czech Republic, Hungary, Poland, Russia, Romania, Slovakia, Rest of Central and Eastern Europe
 - Middle East and Africa (6): Israel, Saudi Arabia, South Africa, Turkey, United Arab Emirates, Rest of Middle East and Africa
 - Western Europe (16): Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the U.K.
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Data Deliverables

This Tracker is delivered on a quarterly 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
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include five years of historical data, and an additional five years of annual market projections. Forecasts are available at the regional level. Details of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Five-year annual forecast
- Product category: Firewall, Unified Threat Management (UTM), Intrusion Detection and Prevention (IDP), content management (web and messaging), and Virtual Private Network (VPN)
- Measurements: 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

