

Worldwide Storage Software and Cloud Services QView

IDC's *Worldwide Storage Software and Cloud Services QView* greatly enhances clients' ability to quickly and effectively respond to today's dynamic storage software market. Understanding how the global market and segments are growing and knowing the quarterly adoption curve for new products have become business critical for storage software vendors and supply chain partners. This product provides insight into customer trends by delivering worldwide vendor detail across multiple storage software and cloud services segments.

Technology Coverage

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

Core Coverage

Storage software revenue by functional market:

- Archiving software
- Data protection and recovery software
- Software-defined storage controller software
- Storage replication software
- Storage infrastructure software (SIS)
- Storage and device management software

Vendor

Storage software license type: Maintenance, public cloud services, non-public cloud new license

Basic storage (public cloud IaaS) and technology type segmentation: File, block, and object

Geographic Scope

Worldwide

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
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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

