

India Quarterly City-Level Server Tracker

IDC's *India Quarterly City-Level Server Tracker*® product tracks the Indian x86 server market's unit shipments through channel partners among 26+ cities in India. The scope includes city-level "market size and sentiment" information segmented by vendor, vertical, socket level, and channel. This product provides broad and deep quantitative and qualitative analysis of the server market, enabling vendors to monitor market shares, trends, and competitive insights.

Technology Coverage

This tracker provides total market size in terms of units, vendor, and vertical share as well as socket- and channel-level analysis of servers shipped, by technology areas and additional segmentations. Measurement for this tracker is in unit shipments.

Core Coverage:

- Regions: North, South, East, and West
 - Cities: 26 Indian cities in total
 - Vertical markets: 10 major verticals
 - Channel type: Direct, SI, and tier 2 and 3
 - Socket type: 1S, 2S, >2S
 - Vendor shares
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Geographic Scope

India (1)

- **East:** Kolkata, Bhubaneswar, Patna, and Jamshedpur
 - **North:** Delhi NCR, Lucknow, Chandigarh, Jaipur, Udaipur, Dehradun, Gurgaon, and Kanpur
 - **South:** Bangalore, Chennai, Hyderabad, Coimbatore, Kochi, Vizag, Madurai, Calicut, and Vijayawada
 - **West:** Mumbai, Pune, Ahmedabad, Indore, and Nashik
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Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

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
- 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

