

# Worldwide Application Delivery Qview

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IDC's *Worldwide Application Delivery Qview* quarterly service provides historical market share and forecast information for the application delivery controller (ADC, also known as Layer 4–7 switching) and application delivery controller-as-a-service (ADCaaS) markets. In addition, each technology is further segmented by deployment (service provider and enterprise) and form factor (appliance and software virtual appliance).

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## Technology Coverage

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

### Core Coverage

- Technology: ADCs (Layer 4–7 switching) and ADCaaS
  - Form factor: Appliance, software virtual appliance, and ADCaaS
  - Deployment: Service provider and enterprise
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## Geographic Scope

- North America
  - Europe, Middle East, and Africa (EMEA)
  - Asia/Pacific including Japan (APJ)
  - Latin America
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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
  - With the purchase of *Worldwide Application Delivery Qview*, clients receive data in an Excel pivot table via [idc.com](http://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).
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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

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## 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

