

Worldwide Semiannual Public Cloud Services Tracker

IDC's *Worldwide Semiannual Public Cloud Services Tracker*® monitors the evolving and shifting competitive dynamics of the public cloud services market. It tracks and measures the individual public cloud services providers' historical business performance and forecasts five years into the future — across 53 geographies and up to 80 discrete market segments. This extensive coverage of vendor share information enables both global and local players to benchmark themselves in terms of business growth and market penetration. Software vendors, systems integrators, value-added resellers, distributors, investors, and other users will be able to keep track of the market performance of main competitors such as Salesforce, Oracle, Google, Microsoft, and Amazon Web Services as well as identify the newcomers to the market and measure the impact and potential of those new players on the competitive landscape.

Technology Coverage

This tracker provides the total market size and vendor share of up to 80 discrete market segments. The measurement for this tracker is revenue. The following section lists the secondary markets that group up to 80 discrete markets.

Core Coverage

- **Deployment group:** Cloud software and cloud infrastructure
- **Deployment category:** PaaS, SaaS – applications, SaaS – system infrastructure software, and IaaS
- **Secondary markets:**
 - Analytics and artificial intelligence software
 - Application development software
 - Application platforms
 - Storage (IaaS)
 - Collaborative applications
 - Content workflow and management applications
 - Customer relationship management (CRM) applications
 - Data management software
 - Endpoint management
 - Engineering applications
 - Enterprise resource management (ERM) applications
 - Integration and orchestration middleware
 - Networking (IaaS)
 - Production applications
 - Physical and virtual computing software
 - Security software
 - Compute (IaaS)
 - Software quality and life-cycle tools
 - Storage software
 - Supply chain management (SCM) applications
 - System and service management software

Geographic Scope

- **Asia/Pacific (excluding Japan) (12):** Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, the Philippines, Singapore, Taiwan, Thailand, Vietnam, and the rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (5):** Czech Republic, Hungary, Poland, Romania, Russia, and the rest of CEE
- **Japan**
- **Latin America (7):** Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and the rest of Latin America
- **Middle East and Africa (5):** Israel, Saudi Arabia, South Africa, Turkey, the United Arab Emirates, and the rest of Middle East and Africa
- **PRC**
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. The following are the deliverables for this tracker. For a complete delivery schedule, please contact an IDC sales representative.

- Half-year vendor shares by market by geography
- Annual five-year forecasts by market by geography

Forecast Coverage

Forecasts for this tracker are updated semiannually and include five years of annual forecasts. Forecasts are available at the worldwide, regional, and country levels. Details of the forecasts included in this tracker are as follows.

Core Forecast Coverage

- Markets (previously listed)
- Regions
- Countries

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

