

# Worldwide Quarterly Cloud IT Infrastructure Tracker

IDC's *Worldwide Quarterly Cloud IT Infrastructure Tracker*® is designed to provide clients with a better understanding of what portions of the server, disk storage system, and Ethernet switch markets are being deployed in cloud environments. This tracker will break out vendor revenue by the hardware technology market into public and private cloud environments for historical data and provide a five-year forecast by the technology market. This tracker product addresses key questions on the size of the IT infrastructure market spend within the public and private cloud space and helps vendors navigate and perform competitive analysis for the cloud environment.

## Technology Coverage

This tracker provides total market size and vendor share information for the following technology areas: server, disk storage, and Ethernet switch. Measurements for this tracker are in vendor revenue and value.

### Core Coverage:

- Region and country
- Technology: Server, enterprise storage, and Ethernet switch
- Vendor: Top 15 vendors plus others
- Deployment model: Private cloud, public cloud, and traditional IT
- Location: On-premise and off-premise
- Measurements: Vendor revenue and value
- Terabytes by vendor and deployment model are available for enterprise storage technology only and are delivered in a separate pivot table

## Geographic Scope

- **Asia/Pacific excluding Japan:** Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, PRC, Singapore, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe:** Czech Republic, Poland, Russia, and rest of CEE
- **Japan**
- **Latin America:** Brazil, Mexico, and rest of Latin America
- **Middle East and Africa:** Israel, South Africa, Turkey, United Arab Emirates, and rest of Middle East and Africa.
- **United States**
- **Western Europe:** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

## Forecast Coverage

Forecasts for this tracker are updated quarterly and include five years of annual market projections. Measurement for this tracker is in value for forecast data. Details of the segmentations included in the forecast are:

### Core Forecast Coverage:

- Region and country
- Technology: Server, enterprise storage, and Ethernet switch
- Deployment model: Private cloud, public cloud, and traditional IT
- Location: On-premise and off-premise
- Measurements: Value
- Terabytes by deployment model are available for disk storage technology only and are delivered in a separate pivot table

## Deliverables

This tracker is delivered on a quarterly basis with tools such as Excel pivot tables. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- Quarterly data files
- Historical data
- Five-year forecast
- Excel pivots and query tool

---

## 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



---

Tracker is a registered trademark of International Data Group, Inc.



International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a subsidiary of [IDG](#), the world's leading technology media, research, and events company. To learn more about IDC, please visit [www.idc.com](http://www.idc.com). Follow IDC on Twitter at [@IDC](#).