

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, enterprise storage system, and Ethernet switch markets are being deployed in cloud environments. This tracker will segment 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: Compute platforms, storage platforms, and Ethernet switch
 - Vendor: Top 15 vendors plus others
 - Deployment model: Private cloud, public cloud, and traditional IT
 - Location: On-premises, colocation services, and off-premises
 - Measurements: Vendor revenue and value
 - Total server and ESS markets with all details that are available via query tool only
 - Terabytes by vendor and deployment model that are available for enterprise storage technology only and are delivered via query tool only
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Geographic Scope

- **Asia/Pacific excluding Japan (12):** Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, PRC, Singapore, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
 - **Canada**
 - **Central and Eastern Europe (3):** Czech Republic, Poland, Russia, and rest of CEE
 - **Japan**
 - **Latin America (2):** Brazil, Mexico, and rest of Latin America
 - **Middle East and Africa (4):** Israel, South Africa, Turkey, the United Arab Emirates, and rest of Middle East and Africa
 - **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
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Data Deliverables

This tracker is delivered on a quarterly 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.

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

Core Forecast Coverage:

- Region and country
- Technology: Compute platforms, storage platforms, and Ethernet switch
- Deployment model: Private cloud, public cloud, and traditional IT
- Location: On-premises, colocation services, and off-premises
- Measurements: Value
- Total server and ESS market forecast with all details that are available via query tool only
- Terabytes by deployment model that are available for enterprise storage technology only and are delivered via query tool only

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

