

Worldwide Quarterly Server Tracker

IDC's *Worldwide Quarterly Server Tracker*® greatly enhances clients' ability to respond quickly and effectively to today's dynamic server market. This product provides insight into customer trends by delivering geography-specific market size, market share, and market forecast details across all server segments. This IDC tracker product delivers a quarterly web database that details the performance of the market's individual players, and it answers important product-planning and product-positioning questions.

Technology Coverage

This tracker provides the total market size and vendor share for the following technology areas. Measurements are in unit shipments, factory revenue, and customer revenue.

Core Coverage

- Company, vendor, brand, and product brand
- CPU type: ARM, CISC, EPIC, RISC, and x86
- Product design: Modular, rack optimized, tower, and large systems
- Product: Blade, multinode, tower, large systems, and rack optimized
- Product detail: Blade, custom and standard multinode, tower, large systems, and custom and standard rack optimized
- OS: Linux, Windows, Unix, i5/OS, z/OS, and so forth
- Server class: Volume, midrange enterprise, and high-end enterprise by 11 price bands
- Processor vendor
- U height and socket capability (1, 2+, 4+, 8+, and 16+)
- Measurements: Units, vendor revenue, and value

Optional Content Add-Ons

- x86 server data that is only available by vendor, product design, product, product detail, and socket capability in units and value:
 - x86 server by segments: Education, government, very large business (1,000+), large business (500-999), medium-sized business (100-499), and small business (1-99)
 - x86 servers by channels: Direct and indirect
- Infrastructure buyer data that is only available only by region (9 regions), vendor (top 15 vendors), and product category in units and value:
 - Server market by infrastructure buyer: Cloud infrastructure/software and digital services, managed services, communications services, and nonservice provider

Geographic Scope

- **Asia/Pacific excluding Japan and China (15):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, New Zealand, the Philippines, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (7):** Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Ukraine, and rest of CEE
- **Japan**
- **Latin America (11):** Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay, Venezuela, and rest of LA
- **Middle East and Africa (16):** Algeria, Bahrain, Egypt, Israel, Kenya, Kuwait, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tunisia, Turkey, the United Arab Emirates, rest of Africa, and rest of the Middle East
- **PRC**
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom

Data Deliverables

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

- Historical data (10 years of quarterly historical data)
- Five-year forecast data (8 quarters and 3 years)

Forecast Coverage

Forecasts for this tracker are updated quarterly and include three years of historical data, three years of quarterly forecasts, and two years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. The forecasts in this tracker include the following:

Core Forecast Coverage

- CPU type: ARM, CISC, EPIC, RISC, and x86
- Product design: Modular, rack optimized, tower, and large systems
- Product: Blade, multinode, tower, large systems, and rack optimized
- Product detail: Blade, custom and standard multinode, tower, large systems, and custom and standard rack optimized
- OS: Linux, Windows, Unix, i5/OS, z/OS, and so forth
- Server class: Volume, midrange enterprise, and high-end enterprise by 11 price bands
- Measurements: Units and value

Optional Forecast Add-Ons

- x86 server data that is only available by product category in units and value, by segment, and by channel
- Semiannual installed base forecast coverage for the following technology areas by year, starting from 2012 (as forecasts are updated semiannually and include annualized views for three years of historical data and five years of annual forecasts):
 - CPU type: x86, RISC, EPIC, and CISC
 - Server class: High-end enterprise, midrange enterprise, and volume
 - Product: Blade, multinode, rack optimized, and tower

- Measurements: Units

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

