

China Semiannual Provincial Security Software Tracker

The ICT 3rd Platform, which is made up of cloud, mobility, social, and big data, is identified by IDC as the top technology. The ICT 3rd Platform is quickly shaping the market dynamics and changing the way enterprises proceed with their daily workflow and business processes. Ensuring the security of this platform is an extremely important thing. IDC's *China Semiannual Provincial Security Software Tracker*® provides a qualitative and quantitative analysis of some hot trends in China's IT security market. This service, which showcases the short-term and long-term market opportunities, is the essential guide for vendors looking to establish and grow their presence in the IT security market in China.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas.

Core Coverage

- Identity and Digital Trust Software
 - Network Security Software
 - Endpoint Security Software
 - Messaging Security Software
 - Web Content Inspection Software
 - Security Analytics, Intelligence, Response, and Orchestration
 - Other Security Software
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Geographic Scope

- China
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Data Deliverables

This tracker is delivered on a semiannual basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker include:

- Historical data
- Forecast data

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

