

Latin America Quarterly Server Tracker

IDC's *Latin America Quarterly Server Tracker*® provides detailed, highly segmented tracking of the server market and examines how server vendors are positioning themselves to compete in this market. It provides insightful analysis by vendor, product (blade, rack, tower, and multinode), model, product family, price band, operating system, chip type, socket capability, architecture, processor family, vertical industries, horizontal user segments, and distribution channel. Countries covered are Argentina, Brazil, Chile, Colombia, Mexico, Perú, Venezuela, Bolivia, Uruguay, Paraguay, Ecuador, and the rest of Latin America. It also provides rolling eight-quarter and five-year country forecasts that are updated on a quarterly basis.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in unit shipments, customer value, and vendor revenue.

Core Coverage

- Chip types (x86, EPIC, RISC, and CISC)
- Processor brand (e.g., Xeon, Opteron, SPARC, Itanium, and Power)
- Product (blade, rack optimized, tower, density optimized, and large system)
- Product detail (blade, standard rack optimized, tower, standard density optimized, large system, custom rack optimized, and custom density optimized)
- Vendor families/models: For each vendor, major family and models subdivide the information. The model list is updated quarterly.
- Operating system platform breakdowns (Windows, Unix, Linux, i5/OS, and z/OS)

Optional Content Add-Ons

- Channels: Direct, distributor, VAR, systems integrator, telecom, and others
- Company size: Enterprise, large business, medium-sized business, small business, small office, government, and education
- Vertical markets: Retail, wholesale, media, telecommunications, education, banking, insurance, securities and investment services, federal/central government, state/local government, construction, discrete manufacturing, process manufacturing, resource industries, healthcare provider, personal and consumer services, professional services, transportation, and utilities
- Price band: \$0–2,999, \$3,000–5,999, \$6,000–9,999, \$10,000–24,999, \$25,000–49,999, \$50,000–99,999, \$100,000–249,999, \$250,000–499,999, \$500,000–999,999, \$1 million–3 million, and >\$3 million
- Socket capability: 1+, 2+, 4+, 8+, 16+, 32+, and 64+
- Core capability: Dual, quad, six, and octa

Geographic Scope

- Latin America (Argentina, Brazil, Chile, Colombia, Mexico, Venezuela, Perú, Bolivia, Uruguay, Paraguay, Ecuador, and the rest of Latin America)

Data Deliverables

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

- Historical data
- Forecast data
- Interactive briefing with live telephone or onsite PowerPoint presentation

Forecast Coverage

Forecasts for this tracker are updated quarterly and include three years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- By units
- By customer value (US\$M and local currency)
- By chip type (x86 and non-x86)
- By product (blade, rack optimized, tower, multinode, and large system)
- By product detail (blade, standard rack optimized, tower, standard multinode, large system, custom rack optimized, and custom multinode)

Optional Forecast Add-Ons

- By horizontal segment (education, government, large business, medium-sized business, small business, and small office)
- By OS (Windows, Unix, Linux, OpenVMS, i5/OS, and z/OS)

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

