

Asia/Pacific Quarterly Server Tracker

IDC's *Asia/Pacific Quarterly Server Tracker*® greatly enhances clients' ability to respond quickly and effectively to today's dynamic server market. The rapid enhancement in performance, scalability, and reliability of servers with the advent of multicore and virtualization technologies has helped significantly increase customer acceptance across multiple workloads, including mission-critical workloads. Vendors need to constantly innovate to be able to successfully win in the hypercompetitive server market segment. Will the server market continue to forge ahead, and how will the market dynamics change over the coming years? IDC's *Asia/Pacific Quarterly Server Tracker*® provides clients with extremely time-sensitive in-depth market updates and insights that help them better understand the key market trends and inflection points emerging so that they can take better strategic and tactical actions driving their business and marketing decisions.

Technology Coverage

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

Core Coverage

- Vendor, product brand, model name (for historical data only)
- CPU type: x86, CISC, EPIC, and RISC
- Server class: Volume, midrange enterprise, and high-end enterprise
- Socket capability: 1, 2, 4, 8, and others
- Product: Blade, multinode, tower, large systems, and rack optimized
- Operating system: Windows, Unix, Linux, and others
- Measurements: Units, vendor revenue, and value

Optional Content Add-Ons

- Model-level details
 - Vertical segment: 8 segments or 20 segments
 - Horizontal segment: 7 segments
 - Channels
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Geographic Scope

- Asia/Pacific (excluding Japan) (16 countries)
- Country breakdown: Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, New Zealand, Philippines,

PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and the rest of Asia/Pacific

Data Deliverables

This tracker is delivered on a quarterly 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 are:

- Historical data
 - Forecast data
 - Historical add-on splits data
 - Annual channel data
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Forecast Coverage

The server market forecast in this tracker product provides three years of historical market view and five years of annual forecast, with an option for a quarterly breakdown (for x86 servers only). Forecasts are available at the regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Total server market annual five-year forecast by CPU type, server class, and OS in units and value
- x86 server market five-year forecast by socket capability, product, horizontal segment, and OS in units and value

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

