

Worldwide Semiannual Enterprise Storage Systems Tracker: Workloads

IDC's *Worldwide Semiannual Enterprise Storage Systems Tracker: Workloads* leverages IDC's Enterprise Storage Systems and Cloud IT Infrastructure Trackers for the core infrastructure sizing and forecasting attributes underpinning the workloads model across four main deployment scenarios. IDC's *Worldwide Semiannual Enterprise Storage Systems Tracker: Workloads* provides insight on how 18 workloads are deployed and consumed and what the projections are for future deployments. Workload trends are presented by geography-specific deployment, location, and product category across all attributes and a five-year forecast.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. All Optional Content Add-Ons are delivered only via Excel pivot table and in a separate pivot for each attribute (bullets in the following optional content). Measurement for this tracker is in terabytes, vendor revenue, and value for historical data. Forecast is only available in terabytes and value.

Core Coverage

- Region
- Company/vendor: 7 vendors + ODM and others
- Product category group: External OEM, Internal OEM/ODM Direct
- Installation: DAS, NAS, SAN
- Deployment model: Cloud, traditional
- Location: On-premises, off-premises
- Workload category/workloads: 7 categories with 18 workloads (app dev and testing, collaborative apps and content apps, CRM, engineering/technical apps, ERM, file and print, media streaming, networking, other business apps, SCM, security, structured data management, structured data analytics, systems management, unstructured data analytics, VDI, web serving)
- Measurements: Terabytes, vendor revenue, value
- Infrastructure type: general purpose, integrated
- Media type: Flash, HDD — available in terabytes only
- Virtualization method: virtual machines, containers, containers on virtual machines, non-virtualized
- Scalability: Scale up, scale out
- Storage tier/storage tier detail: Archive, production, test and dev, other replicated
- Storage array type: All flash array (AFA), hybrid flash array (HFA), all hard disk drive (HDD), internal storage/ODM Direct — available in value only
- Company size: Small business (1-99), medium and large business (100-999), very large business (1,000-9,999), very large business (10,000+) — available only for worldwide without regional breakout
- Vertical: Distribution (retail and wholesale), education, financial, government, healthcare provider, manufacturing, professional services, telco/CSP, other industries — available only for worldwide without regional breakout
- Measurements: Terabytes and value

Optional Content Add-Ons

- Data organization: Block, file, object, SDS-CS dependent
- Data type: Structured, unstructured
- Infrastructure deployment: datacenter, departmental

Geographic Scope

- Asia/Pacific (excluding Japan and China)
- Canada
- Central and Eastern Europe
- Japan
- Latin America
- Middle East and Africa
- PRC
- United States
- Western Europe

Data Deliverables

This tracker is delivered on a semiannual 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
- Five-year forecast data

Forecast Coverage

This tracker is delivered on a semiannual basis with tools such as Excel pivot tables and/or a web-based query tool. Only core historical and forecast coverage is available through the web-based query tool. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are as follows:

Core Forecast Coverage

- Region
- Product category group: External OEM, Internal OEM/ODM Direct
- Installation: DAS, NAS, SAN
- Deployment model: Cloud, traditional
- Location: on-premises, off-premises
- Storage class: High end, midrange, entry
- Price band: 10 price bands
- Application type: Cloud native, traditional
- Workload category/workloads: 7 categories with 18 workloads
- Measurements: Terabytes 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

