

China Semiannual Industry Cloud Tracker

The cloud market already is a hotspot in China. Many end users are trying to build up industry solution or SaaS based on cloud platform, to improve their IT efficiency. Industry cloud was triggered and is rapidly growing. *China Semiannual Industry Cloud Tracker*® will help understand the industry cloud market development in terms of end-user market size, share, outlook, cloud development conditions, challenges, and opportunities.

Technology Coverage

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

Core coverage:

- PaaS
 - SaaS
 - Industry solution
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Geographic Scope

- PRC
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Data Deliverables

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

- Historical data
 - Forecast data
 - Qualitative summary PPT
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include five years of historical data. Forecasts are available at the country levels. Examples of the forecasts included in this tracker are provided below.

Core forecast coverage:

- By technologies
- By industry

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

