

Worldwide Quarterly Security Appliance Tracker

Security appliances have become a popular and simple means for delivering security software. IDC's *Worldwide Quarterly Security Appliance Tracker*® provides the ability to quickly and effectively respond to today's dynamic security appliance market by keeping pace with evolving functionality and the rapid deployment of new models competing in the marketplace. Learning which global markets are growing and understanding the quarterly adoption curve for new products have become business-critical needs for security vendors, supply chain partners, and the investment community. With quarterly data updates, this product provides insight into customer trends by delivering geography-specific product line and vendor market share information. IDC's *Worldwide Quarterly Security Appliance Tracker* presents market data in an easy-to-use product interface, allowing quick table customization for the automation of business planning activities.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in units, factory revenue, and customer revenue.

Core Coverage

- Company, vendor, and brand
 - Product brand and model name
 - Product category and product: Firewall, unified threat management (UTM), intrusion detection and prevention (IDP) including IDS and IPS, content management including messaging security, SCM, WAM, and web security, and virtual private network (VPN) including hybrid VPN, IPsec VPN, SSL accelerator, and SSL VPN
 - Server class: High-end, midrange, and volume server
 - Price band
 - Network type: Wired and wireless
 - Operating system: Linux, Unix, Windows, and other OS
 - U rating and rack factor
 - Measurements: Units, vendor revenue, and value
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Geographic Scope

- **Asia/Pacific excluding Japan (8):** Australia, Hong Kong, India, Korea, Malaysia, PRC, Singapore, Taiwan, and rest of Asia/Pacific
 - **Canada**
 - **Central and Eastern Europe (6):** Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, and rest of CEE
 - **Japan**
 - **Latin America (7):** Argentina, Brazil, Chile, Colombia, Mexico, Peru, Venezuela, and rest of Latin America
 - **Middle East and Africa (5):** Israel, Saudi Arabia, South Africa, Turkey, United Arab Emirates, and rest of Middle East and Africa
 - **United States**
 - **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom
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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 (10+ years of quarterly historical data)
 - Five-year forecast data (eight quarters and three years)
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include five years of historical data and an additional five years of annual market projections. Forecasts are available at the regional level. Details of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- Five-year annual forecast
- Product category and product: Firewall, unified threat management (UTM), intrusion detection and prevention (IDP) including IDS and IPS, content management including messaging security, SCM, WAM, and web security, and virtual private network (VPN) including hybrid VPN, IPsec VPN, SSL accelerator, and SSL VPN
- Measurements: 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

