Worldwide Quarterly Security Appliance Tracker

IDC's *Worldwide Quarterly Security Appliance Tracker®* provides the ability to respond to today's dynamic security appliance market quickly and effectively 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 technology areas listed. Measurement for this tracker is in units, vendor revenue, and value.

Core Coverage

- Company, vendor, and brand
- Product brand and model name
- Product category: Content management, IDP, traditional firewall, unified threat management, and VPN
- Product: Messaging security, WAM, web security, IDS, IPS, traditional firewall, unified threat management, hybrid VPN, IPsec VPN, and SSL VPN
- OS: Windows, Linux, Unix, and others
- Security class and price band (10 price bands)

Geographic Scope

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

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. For a complete delivery schedule, please contact an IDC sales representative.

- Quarterly deliverables
- Historical data
- Five-year forecast data (eight quarters and three years)
- Excel pivot table
- Query tool

Forecast Coverage

Forecasts for this tracker are updated quarterly and include 5 years of historical data, 2 years of quarterly forecasts, and an additional 3 years of annual market projections. Forecasts are available at the regional and country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage

- **Product category:** Content management, IDP, traditional firewall, unified threat management, and VPN

- **Product:** Messaging security, WAM, web security, IDS, IPS, traditional firewall, unified threat management, hybrid VPN, IPsec VPN, and SSL VPN

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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

Local Relationships
> Interview local channels and vendors
> Analyze import records and distributor feeds
> Maintain local market and competitive expertise

Global Expertise
> Define IDC's taxonomy
> Hold discussions with worldwide headquarters of vendors
> Own IDC's global technology vision

Common Web Based Data Collection, Analysis, and Repository Tool

Regional Oversight
> Pan-regional comparisons and analysis
> Interview regional headquarters of vendors
> Hold a regional market perspective

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IDC_P6272_0820