

Asia/Pacific Quarterly Wireless LAN Tracker

The wireless LAN equipment market is a dynamic market segment that has received much attention over the past three years. From the provisioning of public hotspots to enterprise deployment, the interest in deploying WLAN continues to grow. The vendor landscape is a mix of traditional networking players and start-ups. As a result, products in this space have continued to evolve rapidly as a way of differentiation and to meet customers' needs. IDC's *Asia/Pacific Quarterly Wireless LAN Tracker*® aims to provide clients with a detailed analysis of the WLAN equipment market across 13 country markets in the region. Detailed competitive analysis by product segmentation will be provided by vendors across all country markets. Product and marketing managers will find this product useful as they seek to understand the competitive dynamics as well as the direction in which the wireless LAN equipment market is headed.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments, unit, factory, and end-user revenue.

Technologies and subtechnologies:

- WLAN

Segmentations:

- Product class: Enterprise class and consumer class
 - Deployment: Consumer, enterprise, and WLAN service provider
 - Product detail: Dependent AP, independent (traditional) AP, gateway/router, NIC, and controller/router/switch
 - Location: Indoor and outdoor
 - Standard: 802.11a/b/g, 802.11n, and 802.11ac
 - Company size: 1–9, 10–99, 100–499, 500–999, and 1,000+ employees
 - Vertical markets: Banking, insurance, securities and investment services, discrete manufacturing, process manufacturing, retail, wholesale, professional services, personal and consumer services, healthcare provider, transportation, telecommunications, media, utilities, construction, resource industries, federal/central government, state/local government, education, and consumer
 - Hotspot: Government, WLAN service provider, and enterprise
 - Five-year forecast of WLAN market by product, hotspot, business segment, and vertical
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Geographic Scope

- Asia/Pacific (excluding Japan): 13 countries (Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, PRC, Singapore, Taiwan, Thailand, and Vietnam) and rest of Asia/Pacific
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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
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data and five years of annual market projections. Forecasts are available at the regional and country levels. Examples of the products being forecast in this tracker include:

Core Forecast Coverage:

- NIC
- Dependent access points
- Independent access points
- Gateway/router
- Controller/router/switch

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

