

# China Quarterly Provincial Enterprise Network Tracker

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China's enterprise networking market has attracted the attention of many vendors, which has led to extremely aggressive competition in this market. As a result, vendors are constantly driven to search for new customers and market segments to remain profitable. IDC's *China Quarterly Provincial Enterprise Network Tracker*® aims to provide vendors with pertinent information on detailed market segmentations to help them in identifying and targeting the segments that have the highest growth potential.

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## Technology Coverage

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

### Core Coverage:

- Product Category
- Speed
- Layer

### Optional Content Add-Ons:

- Vertical Industry
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## Geographic Scope

- PRC (1)
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## Data Deliverables

This Tracker is delivered on a quarterly basis via an email. Deliverables for this tracker are listed below. For a complete delivery schedule please contact an IDC sales representative.

- Final forecast data tables are delivered in Excel table format.
  - Final databook is delivered in Excel pivot table format.
  - Executive summary provides a summary of the quarter's key trends, competitive landscape, and market opportunities. It is delivered in PowerPoint format.
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## Forecast Coverage

Forecasts for this tracker are updated semiannually and include one year of historical data and five years of annual forecasts. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

### Core Forecast Coverage:

- Product Category
- Layer

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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

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## 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

