

Worldwide Quarterly Workstation Tracker

IDC's *Worldwide Quarterly Workstation Tracker*® enables users to better understand the dynamics of the rapidly changing workstation market. It provides clients with a quantitative measure of the market and how particular vendors are performing within the space. Through in-depth analysis, users can quickly get answers to important product planning and positioning questions.

Technology Coverage

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

Core Coverage

- **Product:** All-in-one, blade, mobile, rack, and tower
- **Model level and screen size coverage**
- **Application:** DCC, economic/finance, engineering, and other commercial, scientific, and software engineering
- **Operating systems:** Linux, Unix, and Windows
- **Five-year forecast**

Optional Content Add-Ons

- **Segment:** Education, government, small business (with 1–99 employees), medium-sized business (with 100–499 employees), large business (with 500–999 employees), and very large business (with 1,000+ employees)
- **Channel:** Vendor direct, vendor direct internet, dealer/VAR/SI, retail online, retail in-store, etailer, telco online, telco in-store, and others
- **Contractual versus transactional**

Geographic Scope

- **Asia/Pacific (excluding Japan) (16):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, New Zealand, Philippines, PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (CEE) (15):** Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, and rest of CEE
- **Japan**
- **Latin America (17):** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela, rest of Central America, and rest of Latin America
- **Middle East and Africa (24):** Algeria, Bahrain, Botswana, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Namibia, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, rest of Africa, and rest of Middle East
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

Data Deliverables

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

- Historical data
- Forecast data

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 revenues, 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, 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

