



Japan Quarterly Server Forecast

IDC's *Japan Quarterly Server Forecast* service greatly enhances a client's ability to quickly and effectively respond to today's server market. Clients are provided with a foundation of market and technology assumptions to understand the factors that drive marketplace expectations. Understanding how the Japan market and segments are changing and assessing the quarterly adoption curve for new products are business-critical requirements. This product provides insight into customer trends by delivering Japan-specific detail across all server segments and presents market data in an easy-to-use, interactive format that allows any submarket to be viewed in customizable tables.

Technology Coverage and Data Segmentation

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

Technologies and subtechnologies:

- Server type: x86 server, IA64 server, RISC server, mainframe, etc.
- Forecast for unit shipment and factory revenue for next five years
- CPU type: x86, EPIC, RISC, CISC
- Historical data starts from year 2003

Segmentations:

- Channel (add on): direct, indirect
 - Company size (add on): government, education, large, medium sized, small, and so forth
 - Vertical market (add on): manufacturing, retail/wholesale, banking, and so forth
 - Socket capability: 1, 2+, 4+, 8+, 16+, 32+, 64+
 - Server class: volume, midrange enterprise, high-end enterprise
 - Form factor: non-rack optimized, rack optimized, blade
 - OS: Windows, Linux, Unix, z/OS, i5/OS, and others
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Geographic Scope

- Japan
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include six years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

- Time frame covered: five-year forecast with two years of quarterly and three years of annual
 - CPU type: x86, EPIC, RISC, CISC
 - Socket capability: 1, 2+, 4+, 8+, 16+, 32+, 64+
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 - OS: Windows, Unix, Linux, z/OS, i5/OS, and others
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Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- Forecast data: week 11 or 12 after period closes

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 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 planning — setting regional and country 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



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