



Japan Semiannual IT Services Tracker

IDC's *Japan Semiannual IT Services Tracker* includes around 20 major Japan vendors' IT services revenue on quarterly view, with the granularity of three services segments (project oriented, IT outsourcing, and support and training) and six verticals (finance, manufacturing, distribution, communication and media, government and utilities, and others). With this tracker data, IT services vendors will understand how the competitors are doing business and what portion of their business is growing, which results in those vendors understanding their positioning in the market.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor revenue for the following technology areas and segmentations. Measurement for this tracker is in vendor revenue.

Technologies and subtechnologies:

- IT services
- Project oriented
- IT outsourcing
- Support and training

Segmentations

- Vertical market: Financial, manufacturing, distribution, communication and media, government and utilities, and others
 - Service segment: Project oriented, IT outsourcing, and support and training
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Geographic Scope

- Japan
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Forecast Coverage

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

- 12 service foundations: IT consulting, SI, IS outsourcing, application management, hardware deploy and support, software deploy and support, and so forth
 - 18 verticals: Banking, insurance, securities and others, discrete manufacturing, process manufacturing, and so forth
 - 12 service foundations x three verticals
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Delivery Schedule and Deliverables

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

- 1H11 release: September 2011
- 2H11 release: March 2012

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 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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IDC_P23448_0711