



# Japan Semiannual Server Virtualization Tracker

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IDC's *Japan Semiannual Server Virtualization Tracker* is designed to meet the growing demand for detailed information on server virtualization adoption in Japan. This service presents market outlook details and five-year forecasts in an easy-to-use, interactive format that allows clients to easily view specific submarkets in customizable tables. IDC's *Japan Semiannual Server Virtualization Tracker* products provide reliable, accurate, and independent market research as a foundation for creating quantitative market analysis and studying historical trends.

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## 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 factory revenue.

Technologies and subtechnologies:

- New server shipment (physical unit)
- New server shipment virtualized (physical unit/logical unit)
- New server factory revenue virtualized

Segmentations:

- Server vendor: Dell, Fujitsu, HP, IBM, NEC, and others
  - CPU type: x86, RISC, EPIC, CISC
  - Rack factor: blade, rack optimized, non-rack optimized
  - Socket capability: 1, 2, 4, 8, 16+ way
  - Virtualization platform: ESX, Hyper-V, XenSource Enterprise, Virtuozzo, and more
  - Guest OS: Windows, Linux, Unix, and other
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## Geographic Scope

- Japan
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## Forecast Coverage

Forecasts for this tracker are updated semiannually and include three years of historical data, two years of semiannually 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:

- CPU type: x86, RISC, EPIC, CISC
  - Rack factor: blade, rack optimized, non-rack optimized
  - Socket capability: 1, 2, 4, 8, 16+ way
  - Virtualization platform: ESX, Hyper-V, XenSource Enterprise, Virtuozzo, and more
  - Guest OS: Windows, Linux, Unix, and other
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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: October 2011
- 2H11 Release: April 2012

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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 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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