



Japan Semiannual Software Tracker

IDC's *Japan Semiannual Software Tracker* consists of 16 individual secondary markets within three primary segments of packaged software — applications software, application development and deployment software, and system infrastructure software. This service offers, on a semiannual basis, a comprehensive and in-depth analysis of the market size in Japan.

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 factory revenue.

Technologies and subtechnologies:

- Applications software
 - Application development and deployment software
 - System infrastructure software
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Geographic Scope

- Japan
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Forecast Coverage

Forecasts for this tracker are updated semiannually and include four years of historical data, one year of semiannual forecasts, and an additional four years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker include:

- Applications software
 - Application development and deployment software
 - System infrastructure software
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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:

- 2H11 Release: April 2012
- 1H12 Release: October 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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