



# Japan IT Spending by Regional Market Segments (Japanese Version)

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IDC's *Japan IT Spending by Regional Market Segments (Japanese Version)* is a semiannual analysis of historical and projected growth of the Japan IT market by regional segments. It provides historical size of the Japan IT market by regional segments and a forecast for the next five years. In this study, the market is examined by regions, with key assumptions provided. This service also presents IT spending size by regions, product, verticals, and company sizes. IDC's *Japan IT Spending by Regional Market Segments (Japanese Version)* is a qualitative complement to annual studies based on intelligence gathered by local IDC analysts.

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## Technology Coverage

This service provides total market size for the following technology areas. Measurement for this service is in end-user spending.

### Core coverage:

- Hardware (server/PC/storage/peripheral/telecom equipment)
  - Package software
  - IT service
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## Geographic Scope

- Japan
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## Forecast Coverage

Forecasts for this service are updated semiannually and include two years of historical data and five years of annual market projections. Forecasts are available at the country level. Examples of the forecasts included in this service are as follows:

### Core forecast coverage:

- **Regions:** Hokkaido/Tohoku, Kantou (excluding Tokyo), Tokyo, Hokuriku/Kousinnetu, Tokai, Kinki, Chugoku/Shikoku, and Kyushu/Okinawa
  - **Vertical segments:** Financial services, manufacturing, distribution, IT services, services, healthcare, other enterprise, local government (prefecture), local government (city), local government (town/village), central government, education, and consumer
  - **Company size:** 1–99 employees, 100–499 employees, 500–999 employees, and 1,000+ employees
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## Deliverables

This service is delivered on a semiannual basis with tools such as pivot tables. Deliverables for this service are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
- Forecast data
- Report

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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, 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



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