



# Japan Quarterly Router Tracker

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The Japan router market continues to change, even though the market is maturing. The transformation is driven by the investment in next-generation network services by telecom carriers and the innovation in enterprise networks to adopt to changes both in IT and network. IDC's *Japan Quarterly Router Tracker*® provides timely and detailed information covering the Japan router market, providing market size and vendor shares on a quarterly basis. Historical and up-to-date market data will provide significant value to router vendors looking to build a database covering the latest trends and activities of their competition.

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## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in units, value, and vendor revenue.

### Core Coverage

- Product (high end, midrange, low end, and SOHO)
- Deployment (service provider and enterprise)
- Vendors

### Optional Content Add-Ons

- Vertical (finance, manufacturing, distribution, transportation, utilities, healthcare, communication and media, services, IT services, government, education, and others)
  - Connectivity (core, CE, MSE, and BRAS)
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## Geographic Scope

- Japan
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## Forecast Coverage

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

### Core Forecast Coverage

- Product (high end, midrange, low end, and SOHO)
  - Deployment (service provider and enterprise)
  - Connectivity group (core and edge)
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## Deliverables

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

- Historical data
- Forecast data

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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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