Japan Quarterly Server Tracker

IDC's *Japan Quarterly Server Tracker*® greatly enhances IT vendor's ability to respond quickly and effectively to today's dynamic server market. This service provides insight into customer trends by delivering Japan-specific product category-, family-, and model-level detailed data across all server segments. This service presents market data in an easy-to-use, interactive format that allows clients to easily view specific submarkets. IDC's *Japan Quarterly Server Tracker* service products provide reliable, accurate, and independent market research as a foundation for creating quantitative market analysis and studying historical trends and forecast.

Technology Coverage

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

Core Coverage:

- Vendor (active major vendors more than 15)
- CPU type (x86, ARM, RISC, EPIC, and CISC)
- Operating system (Windows, Unix, Linux, Mainframe OS, and Biz Server OS)
- Product (large system, tower, rack optimized, blade, and multinode)
- Server class (high-end enterprise server, midrange enterprise server, and volume server)
- Japan product category (x86 server, mainframe, business server, RISC server, IA64 server, and super computer, from 1Q13)

Geographic Scope

- Japan

Forecast Coverage

Forecasts for this tracker are updated quarterly and include 10 years of historical data, 2 years of quarterly forecasts, and an additional 3 years of annual market projections. Forecasts are available at the country levels. Examples of the forecasts included in this tracker are as follows:

Core Forecast Coverage:

- CPU type (x86, ARM, RISC, EPIC, and CISC)
- Operating system (Windows, Unix, Linux, Mainframe OS, and Biz Server OS)
- Product (large system, tower, rack optimized, blade, and multinode)
- Server class (High-end enterprise server, midrange enterprise server, and volume server)

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

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, 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