

Worldwide Public Cloud Compute and Storage QView

IDC's *Worldwide Public Cloud Compute and Storage QView* tracks revenue earned by vendors selling public cloud compute and storage resources. These resources combined make up the bulk of demand for public cloud infrastructure-as-a-service solutions from providers like AWS, Microsoft, and Google.

Technology Coverage

IDC's *Worldwide Public Cloud Compute and Storage QView* provides quarterly coverage (historical only) of vendor software (public cloud software [PCS] services) revenue. The total market is defined as the "Public Cloud Compute and Storage" market. This market is broken into two categories: compute and storage. Compute and storage are further sub-segmented:

Public Cloud Compute and Storage:

- Public cloud compute (further segmentation TBD upon release)
- Public cloud storage (further segmented into storage type [block, file, and object])

Geographic Scope

- **Asia/Pacific excluding Japan (16):** Australia, Bangladesh, Hong Kong, India, Indonesia, Korea, Malaysia, Myanmar, New Zealand, Philippines, PRC, Singapore, Sri Lanka, Taiwan, Thailand, Vietnam, and the rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (15):** Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, and the rest of CEE
- **Japan**
- **Latin America (17):** Argentina, Bolivia, Brazil, Chile, Colombia, Costa Rica, Dominican Republic, Ecuador, El Salvador, Guatemala, Mexico, Panama, Paraguay, Peru, Puerto Rico, Uruguay, Venezuela, the rest of Central America, and the rest of Latin America
- **Middle East and Africa (24):** Algeria, Bahrain, Botswana, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Namibia, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, Uganda, United Arab Emirates, the rest of Africa, and the rest of the Middle East
- **United States**
- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and United Kingdom

Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule, please contact an IDC sales representative.

- Final Historical Pivot, March 2020
- Final Historical Pivot, March 2020/June 2020
- Final Historical Pivot, March 2020/September 2020
- Final Historical Pivot, March 2020/December 2020

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 revenue, 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, and 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

