

Worldwide Quarterly Enterprise Storage Systems Tracker

IDC's *Worldwide Quarterly Enterprise Storage Systems Tracker*® greatly enhances clients' ability to quickly and effectively respond to today's dynamic storage market. Understanding which global markets and segments are growing and knowing the quarterly adoption curve for new products have become business-critical needs for enterprise storage vendors, supply chain partners, and the financial community. This product provides insight into customer trends by delivering geography-specific vendor and product-line detail across all storage segments. IDC's *Worldwide Quarterly Enterprise Storage Systems Tracker* presents market data in an easy-to-use, interactive format allowing clients to easily view specific submarkets in customizable layouts.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in vendor revenue, value, units, terabytes, price per gigabyte, gigabyte per unit, and ASP.

Core Coverage

- Company, vendor, brand, product brand
- Product category group/product category: External OEM, internal OEM, and ODM Direct/External RAID, compute intensive, storage intensive, and storage expansion
- Topology/installation: Direct, mainframe networked, and open networked/DAS, ESCON/FICON, NAS, and SAN
- Data access: FICON, Ethernet file/object, Ethernet block, Fibre Channel and HCI, DAS, and other
- Additional tech splits: Data organization, OS, price band, storage class, object-based storage, storage array type, and scalability and media type (available only in terabytes, delivered in a separate pivot table)

- Measurements: Units, terabytes, vendor revenue, and value
- Five-year forecast by product category group, product category, topology, installation, data access, data organization, OS, price band, and storage class in terabytes and value

Optional Content Add-Ons

- **External storage Segment and Channel data** available only by company, vendor, brand, topology, installation, and data access in units, terabytes, and value
 - Segments: Education, government, very large business (1,000+ employees), large business (500–999 employees), medium-sized business (100–499 employees), small business (1–99 employees)
 - Channel: Direct and indirect

Geographic Scope

- **Asia/Pacific excluding Japan (13)**: Australia, Hong Kong, India, Indonesia, Korea, Malaysia, New Zealand, Philippines, PRC, Singapore, Taiwan, Thailand, Vietnam, and Rest of Asia/Pacific
- **Canada**
- **Central and Eastern Europe (15)**: Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Ukraine, and Rest of CEE
- **Japan**
- **Latin America (11)**: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Mexico, Paraguay, Peru, Uruguay, Venezuela, and Rest of Latin America
- **Middle East and Africa (17)**: Algeria, Bahrain, Egypt, Israel, Kenya, Kuwait, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tunisia, Turkey, United Arab Emirates, Rest of Africa, and Rest of 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.

- Quarterly data:
 - Historical data
 - Five-year forecast data (eight quarters and three years)
- Excel pivot table
- Query tool

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

