

# Monitor and Improve Competitive Performance

Strategize and outperform competitors in key technology markets with IDC Tracker<sup>®</sup>. Analyze unique market scenarios in detail with historic and forecasted sales performance data.



## Over 60 IDC Tracker<sup>®</sup> Products Provide Sales Performance Data For:

**120+**  
Technologies

**3000+**  
Vendors

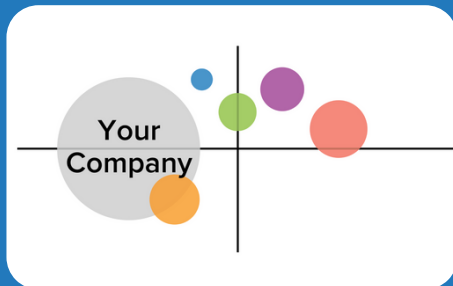
**95+**  
Geographies<sup>1</sup>

**5**  
Years of Forecast Data

<sup>1</sup> Exact geographic coverage varies by Tracker<sup>®</sup> dataset.

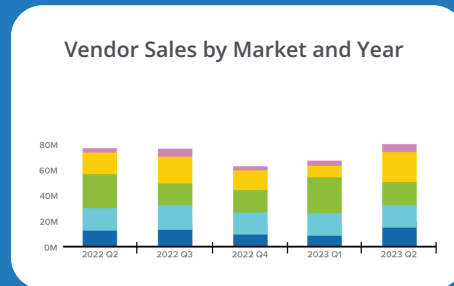
## Discover rich insights with powerful tools and models to:

**Benchmark and Analyze Competing Vendors**



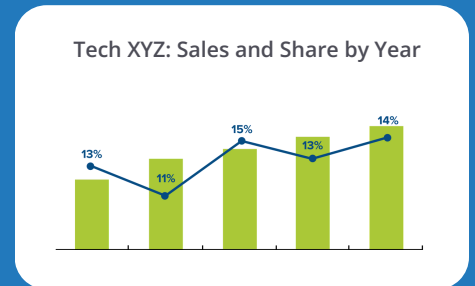
Validate revenues, units sold, and average selling prices for your competitors.

**Track Hardware, Software, and Services Markets Your Way**



Create unique views using highly relevant and highly detailed market dimensions.

**Keep Track of Major Market and Technology Shifts Over Time**



Get data and insights refreshed monthly, quarterly, and semi-annually, and access historic market data.

## Subscribe to IDC Tracker<sup>®</sup> data two ways:

### Complete Dataset

Get unlocked access to the entire dataset.

### Geographically Configured Dataset

Right-size your coverage for the geos that matter now and scale as your needs expand.

[LEARN MORE >](#)

### Subscriptions Also Include:

Direct access to experts and analysts who can support your analysis.

Optional subscription add-ons to provide even more data-driven insight (not available in all IDC Data & Analytics products).

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