China Quarterly Provincial Server Tracker: Vertical Markets

Because of the increase in demand, competition among server vendors has become even more aggressive, with market saturation in various developed areas in the PRC. Part of China's 12th Five-Year Plan announced by the PRC government involves developing the rural areas, which will present both a challenge and a potential growth opportunity for the multinational and local vendors. These vendors need to know how to identify and target the market segments with the highest potential to remain profitable. IDC's *China Quarterly Provincial Server Tracker: Vertical Markets®* is designed to provide vendors with detailed market segmentations to help them better understand the server market in China so that they can compete and succeed in this marketplace.

Technology Coverage

This tracker provides total market size and vendor share information for the following technology areas. Measurement for this tracker is in shipments, factory revenue, and customer revenue.

Core coverage:

- Socket capacity
- Product category
- Size class

Geographic Scope

- PRC (1)

Data Deliverables

This tracker is delivered on a quarterly basis via an email. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- The final data tables are presented in the Excel table format, and the final server market databook is presented in the Excel pivot table format.
- The executive summary is presented in the PowerPoint format and provides a summary of the quarter's key trends, competitive landscape, and market opportunities.

Forecast Coverage

Forecasts for this tracker are updated quarterly and include one year of historical data and five years of quarterly forecasts. Forecasts are available at the country level. Examples of the forecasts included in this tracker are provided below.

Core forecast coverage:

- Socket capacity
- Rack indicator
- Size class
- Province
- Vertical industry