

# Japan Quarterly Ethernet Switch Tracker

国内イーサネットスイッチ市場は、成熟期を迎えています。その一方で、データセンターを中心としたネットワークを取り巻く環境の変化やイノベーションによって、市場は常に変化し続けています。IDC Japan 年間情報提供サービス「Japan Quarterly Ethernet Switch Tracker®」は、国内イーサネットスイッチ市場に関する市場規模とベンダーシェアのタイムリーかつ詳細なデータを四半期ごとに提供します。国内イーサネットスイッチ市場の最新状況をいち早く把握することによって、競合分析や製品企画、事業戦略策定にお役立ていただけます。

## Technology Coverage

本トラッカーでは、市場規模とベンダーシェアを次の技術分野とセグメントについて提供いたします。このトラッカーで使われている数値は、出荷ポート数、エンドユーザー売上額、ベンダー出荷額です。・

### Core Coverage:

- Product (fixed managed, fixed unmanaged, modular)
- Speed (100Mb, 1,000Mb, 10Gb, 25Gb, 40Gb, 50Gb, and 100Gb)
- Layer (L2 and L3)
- Deployment (service provider, enterprise, and consumer)
- Vendors

### Optional Content Add-Ons:

- Vertical (finance, manufacturing, distribution, transportation, utilities, healthcare, communication and media, services, IT services, government, education, consumer, and others)

## Geographic Scope

- Japan

## Data Deliverables

本トラッカーでは、四半期ごとにピボットテーブルでデータが提供されます。本トラッカーの提供データは以下の通りです。

- 実績データ
- 予測データ

## Forecast Coverage

本トラッカーの予測は、四半期ごとに更新しています。過去 5 年分の実績データに加え、5 年間の年次単位での予測を提供しています。本トラッカーの予測対象セグメントは以下の通りです。:

### Core Forecast Coverage:

- Product (fixed managed, fixed unmanaged, and modular)
- Speed (100Mb, 1,000Mb, 10Gb, 25Gb, 40Gb, 50Gb, and 100Gb)
- Layer (L2 and L3)
- Deployment (service provider, enterprise, and consumer)

## 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

