Japan Quarterly Router Tracker

国内ルーター市場は、通信事業者の新たなサービス提供に向けたネットワーク構築や、企業の IT やネットワークを取り巻く環境変化に応じた企業ネットワークの更新などによって、成熟市場でありながら常に変化を続けています。IDC Japan 年間情報提供サービス「Japan Quarterly Router Tracker®」は、国内ルーター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。国内ルーター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、出荷台数、エンドユーザー売上額、ベンダー出荷額です。

Core Coverage:

- Product (high end, midrange, low end, and SOHO)
- Deployment (service provider and enterprise)
- Vendors

Optional Content Add-Ons:

- Vertical (finance, manufacturing, distribution, transportation, utilities, healthcare, communication and media, services, IT services, government, education, and others)
- Connectivity (core, CE, MSE, and BRAS)

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 (high end, midrange, low end, and SOHO)
- Deployment (service provider and enterprise)
- Connectivity group (core and edge)

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

Local Relationships
- > Interview local channels and vendors
- > Analyze import records and distributor feeds
- > Maintain local market and competitive expertise

Global Expertise
- > Define IDC's taxonomy
- > Hold discussions with worldwide headquarters of vendors
- > Own IDC's global technology vision

Common Web Based Data Collection, Analysis, and Repository Tool

Regional Oversight
- > Pan-regional comparisons and analysis
- > Interview regional headquarters of vendors
- > Hold a regional market perspective