



Africa Quarterly x86 Server Tracker Expanded Country Set

IDC's *Africa Quarterly x86 Server Tracker Expanded Country Set* provides essential market information invaluable for multinational, regional, and local companies, enabling them to compare developments in the x86 server market in different parts of Africa and across various market segments. The core of the service is a comprehensive database detailing market sizing and changes and trends in the x86 server market, and it serves as a fundamental tool for tracking competitors in the server space. Using our Excel pivot tables, you will be able to instantly analyze server shipment details in multiple dimensions.

Technology Coverage and Data Segmentation

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

Technologies and subtechnologies:

- x86 servers
- Socket capability: 1, 2+, 4+, 8+

Segmentations:

- Channels: direct and indirect sales
 - Seven end-user segments: government, education, small office (1–9 employees), small business (10–99 employees), medium business (100–499), large business (500–999), very large business (>1,000)
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Geographic Scope

- Algeria, Botswana, Ethiopia, Ghana, Kenya, Morocco, Namibia, Nigeria, Tanzania, Tunisia, Uganda
 - More countries available in the Middle East and Africa Quarterly x86 Server Tracker
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Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables and Web-based query. The delivery schedule for this tracker is as follows:

- Preliminary data: week 6 after period closes
 - Historical data: week 9 after period closes
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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 revenues, 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 planning — setting regional and country 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, 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



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IDC CEMA, Male namesti 13, Prague 1, Czech Republic, 110 00, P.420.2.2142.3140 F.420.2.2142.3150

For a complete list of IDC's worldwide offices, visit www.idc.com/offices

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