



Central and Eastern European Quarterly Server Tracker

IDC's *Central and Eastern European Quarterly Server Tracker* service provides breadth and depth of coverage of essential server market information, making it invaluable for multinational, regional, and local companies to compare developments in the server market in Central and Eastern Europe (CEE). The core of the service is a comprehensive database detailing market sizing, changes, and trends in the 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 share for the following technology areas and segmentations. Measurement for this tracker is in shipments, factory revenue, and customer revenue.

Technologies and subtechnologies:

- Three server classes (volume server, midrange enterprise server, high-end enterprise server)
- Eight operating system platforms (z/OS, i5/OS, Unix, Windows, Netware, Linux, OpenVMS, Other)
- Five CPU types (RISC, CISC, EPIC, x86-32, x86-64)

Segmentations:

- ISS versus upgrade shipments
- x86 versus non-x86
- Direct versus indirect sales
- Socket capability, core count
- Rack factor (rack-optimized, non-rack-optimized, blade)
- Form factor (blade, rackable, tower)
- 11 server price bands (\$0–\$2,999, \$3,000–\$5,999, \$6,000–\$9,999, \$10,000–\$24,999, \$25,000–\$49,999, \$50,000–\$99,999, \$100,000–\$249,000, \$250,000–\$499,000, \$500,000–\$999,000, \$1M–\$2.99M, \$3M+)
- Operating system trend data
- CPU type evolution and market share
- Blade adoption

Geographic Scope

- Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Ukraine, and Rest of CEE
- Optional add-ons: Estonia, Latvia, Lithuania, Kazakhstan, Serbia

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:

- Historical data: week 9 after period closes

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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