

CUSTOM FORECASTING PROSPECTUS

MAXIMIZING VALUE OF 3RD-PARTY DATASETS

SUMMARY

Moor Insights & Strategy makes 3rd-party datasets more relevant. We maximize the value of published market data by providing the “next clicks down” into the details that **you** care about. We add context and relevance to these generic datasets. Moor Insights & Strategy unlocks the potential of your data.

We create insightful quantitative forecasts based on our extensive qualitative assumptions and the off-the-shelf market datasets you currently license. Our easy-to-understand quantitative models are underpinned by our deep understanding of complex market dynamics. We make your data more actionable by applying our knowledge of emergent use cases and disruptive technologies such as...

- Hyperscale and cloud industry dynamics
- Mobility and personal computing usage models
- Internet of Things (IoT) and end-to-end business and technology solutions

CUSTOM FORECASTING

The traditional audience for secondary market data—and therefore traditional data sources—are traditional IT and CIOs. These datasets tend to report branded systems sales-out (self-reported by manufacturers) rather than end user consumption. Customers of these datasets often find that they undercount non-branded (whitebox) systems, and they under-represent emergent technologies and architectures.

For example, much of the world’s hyperscale datacenter volume is not directly measurable. One of the top service providers assembles its own servers in-house from individual components. Other service providers use Original Design Manufacturers (ODMs) to assemble servers. Traditional datasets undercount self-assembly and ODM direct-to-end-customer volume.

Moor Insights & Strategy helps fill in these holes. We also help re-calibrate the data to align with your internal definitions. We can harmonize 3rd-party datasets to your market segmentation, user taxonomy, corporate structure...or other custom cuts missing from off-the-shelf datasets.

SAMPLE

MI&S applies our datacenter industry knowledge, experience, and expertise to available data. In one engagement, our client's underlying dataset was categorized into a traditional server form factor taxonomy. The forecast stopped short of the client's planning horizon. And the standard cuts lacked necessary detail.

To reflect market dynamics, MI&S applied our [workloads-based server segmentation](#). We calculated conversions from the 5 physical form factors into our 4 software-defined segments. Then we extended the forecast horizon to match the client's planning cycle. To meet marketing requirements for a specific detail, we bifurcated global server shipments into 2 proprietary cuts that the underlying dataset had lacked.

The client received a detailed written report explaining MI&S's methodology and exploring our assumptions (plus summary charts and highlight tables). We also provided a spreadsheet with a dynamic pivot table for custom cuts of the forecast data.

Armed with these insights, the client was better able to plan their strategic investments.

CONTENTS (ABRIDGED EXAMPLE)

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MORE INFORMATION

Please [contact us](#), and Moor Insights & Strategy will respond promptly.

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3rd-party datasets often undercount volume and under-represent innovation; they also lack detail relevant for your specific needs.

MI&S makes your licensed datasets more useful.

- Reconcile omissions
- Align with internal definitions

You get better return on your investment in 3rd-party data.

- Written Report
 - Assumptions
 - Charts
 - Tables
- Data
 - Spreadsheet
 - Pivot table