



## IDC DATA SUCCESS STORY

# From market analysis to acquisition rationale, Eaton trusts IDC's distribution tracking data for key decisions in North America

“The ability to monitor Eaton's market performance every month in a consistent manner from IDC is absolutely critical for our business. [IDC's] data framework is our jumping off point for analysis at the market, segment, and SKU level.”

**Hervé Tardy**  
Vice President Marketing & Strategy  
Critical Power & Digital Infrastructure



**Eaton** is a global leader in power management solutions, offering a comprehensive range of electrical, aerospace, and vehicle products and services for diverse industries, including data center and distributed IT solutions.

## SUMMARY



Each month, Eaton's data center and distributed IT solutions teams conduct rigorous market analysis across the full spectrum of their offerings in North America, including for Uninterruptible Power Supply (UPS) solutions. Reports are summarized quarterly and presented to leadership, including the CEO, as strategic planning inputs, and presented to leadership, including the CEO, as strategic planning inputs.



To achieve their objectives as demand and competition rapidly evolve in the North American UPS market, Eaton's marketing and strategy teams comprehensively examine distributor sales-through data from IDC to understand trends and determine recommended actions.



In the past, when Eaton looked to shore up their UPS business, data found in IDC's North America Distribution Tracker helped executives justify a major acquisition. During the pandemic, Eaton timed and assessed price increases using competitive benchmarks. Today, with the rise of lithium-ion battery UPS, Eaton relies on IDC data to plan their product strategy.





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### CHALLENGE

As a global provider of data center and distributed IT solutions, Eaton enables efficient uptime and infrastructure management for business IT customers, among other segments. To achieve Eaton's growth objectives, marketing and strategy teams track emerging trends, monitor competitors and pricing, and perform SKU-level analysis to guide various decisions across this complex portfolio.

North America is critical to Eaton's data center and distributed IT business, including their UPS division, however this highly contested market makes it difficult for any vendor to innovate continuously while delivering consistent performance.

### SOLUTION

To maintain Eaton's status as innovators for UPS in North America, marketing and strategy teams rely on sales-through data found in IDC's North America Distribution Tracker, including revenues and units sold. Regular analysis of market size, share, and growth powered by this data led Eaton to identify and validate a major acquisition to expand their UPS value proposition, and maintain a competitive position.

The same process also guided pandemic-era pricing tactics in line with competitive activities and what the market would bear. Today, Eaton continues to identify and track emerging UPS trends, such as the lithium-ion battery sub-segment growth from 4.5% of market spend to 10% in a 12-month period from 2022 to 2023.

### RESULTS



#### Clear Market Insight

Continuous segment sales and shipments data clarifies opportunities and challenges.



#### Effective Guidance

SKU-level price analysis helps determine how much the market will bear and when to introduce increases.



#### Confident Decisions

Granular vendor coverage empowers valuation analysis to support M&A strategies.

