Gartner: EMEA Servers Revenue Rise as Shipments Fall

Written by Marco Attard
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According to Gartner Q3 2014 EMEA server shipments total 525791 units with -4% Y-o-Y decline, even if revenues are up by 1.2% Y-o-Y to $2.9 billion, a positive after 10 consecutive quarters of revenue declines.

EMEA: Server Vendor Revenue Estimates, 3Q14 (U.S. Dollars)

Company	3Q14 Revenue	3Q14 Market Share (%)	3Q13 Revenue	3Q13 Market Share (%)	3Q14-3Q13 Growth (%)
HP	1,165,314,324	40.63	1,095,435,019	38.6	6.38
Dell	453,965,225	15.83	416,240,750	14.7	9.06
IBM	440,807,656	15.37	563,758,746	19.9	-21.81
Fujitsu	201,063,167	7.01	195,725,072	6.9	2.73
Cisco	161,460,000	5.63	121,940,000	4.3	32.41
Others	445,650,206	15.54	442,335,243	15.6	0.75
Total	**2,868,260,577**	**100**	**2,835,434,829**	**100**	**1.16**

Source: Gartner (December 2014)

"The server shipment growth seen in Q2 2014 proved to be a short-lived phenomenon, and marginal revenue growth of 1.2% in Q3 2014 highlights the fragility of demand," the analyst remarks. "Despite many positive growth expectations for the EMEA server market-- such as an accelerated installed base refresh, cloud computing and digital business-- many of these projects will bear fruit over many years, rather than providing a short-term uptick in demand."

Gartner says many organisations are "struggling" to prioritise server projects in the face of broader initiatives such as networking and storage optimisation. This means short-term server spending might be limited, but on the long term server projects should grow back to importance.

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**EMEA: Server Shipment Estimates, 3Q14
(Units)**

Company	3Q14 Shipments	3Q14 Market Share (%)	3Q13 Shipments	3Q13 Market Share (%)	3Q14-3Q13 Growth (%)
HP	203,294	38.66	221,427	40.43	-8.19
Dell	107,965	20.53	104,433	19.07	3.38
IBM	37,979	7.22	44,673	8.16	-14.98
Fujitsu	29,941	5.69	29,900	5.46	0.14
Cisco	16,705	3.18	15,259	2.79	9.48
Others	129,907	24.71	131,935	24.09	-1.54
Total	**525,791**	**100**	**547,627**	**100**	**-3.99**

Source: Gartner (December 2014)

[Gartner Says EMEA Server Revenue Grew Despite Shipments Falling](#)