



Europe, Middle East and Africa Quarterly PC Tracker: PC By Form Factor

Leveraging on the detailed analysis of vendor PC shipments by product type across EMEA, IDC's *Europe, Middle East and Africa Quarterly PC Tracker: PC By Form Factor* add-on service is a key extension to IDC's EMEA quarterly PC research service. The analysis of desktop and notebook shipments by form factor and by vendor across the region will allow vendors and any players related to the PC industry to better understand the evolution of the desktop and notebook markets by product type and sub-form-factor and their competitive environment in each segment.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor shares for the following technology areas and segments. Measurement for this tracker is in unit shipments and value.

Technologies and subtechnologies:

- Desktop PC, portable PC
- Includes the following product categories: desktop, all-in-one, notebooks, ultra-portables, and mini-notebooks

Segmentations:

- By sub-form-factor along with IDC's product segmentation
- Desktop form factors: tower, mini-tower, small form factor, ultra-small form factor, tiny desktop, all-in-one, blade, living room PC

- Portable PC form factors: transportable, mainstream 15in., mainstream 14in., thin and light, ultra-portable, tiny notebook, convertible tablet, slate tablet, mini-notebook
- More than 250 vendors
- Form factor and product trends in the client computing market across the region
- Vendor product mix analysis by user segment

Geographic Scope

Standard subscription scope: 35 countries

- Western Europe: Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, and the United Kingdom
- Central and Eastern Europe: Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Ukraine, Rest of Central and Eastern Europe
- Middle East and Africa: Egypt, Israel, Saudi Arabia, South Africa, Turkey, United Arab Emirates, Rest of Middle East, Rest of Africa

Expanded country coverage:

- CEE: Estonia, Latvia, Lithuania, Kazakhstan, Serbia
- Middle East: Bahrain, Jordan, Kuwait, Lebanon, Oman, Pakistan, Qatar
- Africa: Algeria, Botswana, Ethiopia, Ghana, Kenya, Morocco, Republic of Namibia, Nigeria, United Republic of Tanzania, Tunisia, Republic of Uganda, Rest of Africa

Forecast Coverage

Forecasts for this tracker add-on are updated quarterly and include three years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the regional and country levels. Examples of the segments being forecast in this tracker include:

- Quarterly desktop and portable PC market forecasts by sub-form-factor and user segment (consumer, business) in EMEA
- Quarterly and annual forecasts, 2011–2015

Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis in a dynamic pivot table format. The delivery schedule for this tracker is as follows:

- Historical data: week 7 after quarter closes
- Forecast data: week 9 after quarter 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



FOR MORE INFORMATION, VISIT US AT WWW.IDC.COM.



International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. IDC helps IT professionals, business executives, and the investment community make fact-based decisions on technology purchases and business strategy. More than 1,000 IDC analysts provide global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries worldwide. For more than 47 years, IDC has provided strategic insights to help our clients achieve their key business objectives. IDC is a subsidiary of IDG, the world's leading technology media, research, and events company. You can learn more about IDC by visiting www.idc.com.

IDC EMEA Marketing, British Standards House, 389 Chiswick High Road, London W4 4AE, United Kingdom, P.44(0)20.8987.7100 F.44(0)20.8747.0212

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

IDC_P17858_1011