



Africa Quarterly Printer Tracker Expanded Country Set

IDC's Africa Quarterly Printer Tracker Expanded Country Set service delivers data and insight to help vendors position their products and brands and take advantage of Africa's potential. The penetration of IT hardware and software is increasing across the continent, fueling demand for desktop and networked printers. IDC provides printer vendors with the intelligence they need to find the opportunities in this potentially lucrative market.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor shares for the following technology areas and segmentations. Measurement for this tracker is in shipments and end-user revenue.

Technologies and Subtechnologies

- Inkjet printers
- Laser/LED printers
- SDM printers
- Line-matrix printers

Segmentations

- Speed segments
 - Price bands
 - Model name
 - Distribution channels
 - End-user segments
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Geographic Scope

- Algeria, Morocco, Tunisia, Egypt
 - Kenya, Nigeria
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Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as Excel pivot tables and Web-based query. The delivery schedule for this tracker is as follows:

- Preliminary historical data: week 5 after period closes
 - Final historical data: week 6 after period closes
 - Data analysis: week 7 after period closes
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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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