



Central and Eastern European Quarterly PC Tracker: Segment By Channel

Leveraging from the detailed quarterly analysis of vendor shipments by customer segment and distribution channel across more than 40 countries in the EMEA region, IDC's *Central and Eastern European Quarterly PC Tracker: Segment By Channel* analysis is a key extension to IDC's quarterly PC research. The analysis of PC shipments by channel in each customer segment, by form factor and by country, allows vendors and any players related to the PC industry to better improve understanding of the routes to market to better reach end users in each country across CEE, while better assessing the market reach of the various distribution channels. Detailed shipment data by vendor provides an additional key view to better understand the competitive environment and routes to market in the consumer, SMB, and corporate segments.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments and customer value.

Technologies and subtechnologies:

- Form factor: desktop PCs, portable PCs

Segmentations:

- Distribution channels: direct — direct inbound, direct outbound, vendor stores, Internet channel; indirect — retail channel, corporate dealers, traditional dealers, value-added resellers, telco operators, andetailers
 - User segments: home, education, government, small office, small business, medium business, large business, and very large business
 - Performance analysis for more than 250 vendors in each segment by channel
-

Geographic Scope

- Geographical coverage: Bulgaria, Croatia, Czech Republic, Hungary, Poland, Romania, Russia, Slovakia, Slovenia, Ukraine, Rest of CEE
 - Optional add-ons: Estonia, Lithuania, Latvia, Serbia, Kazakhstan
-

Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- Historical data: week 10 after period 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 46 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 CEMA, Male namesti 13, Prague 1, Czech Republic, 110 00, P.420.2.2142.3140 F.420.2.2142.3150

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

IDC_P17855_0710