



## A Reliable Partner For Your Business Planning Needs

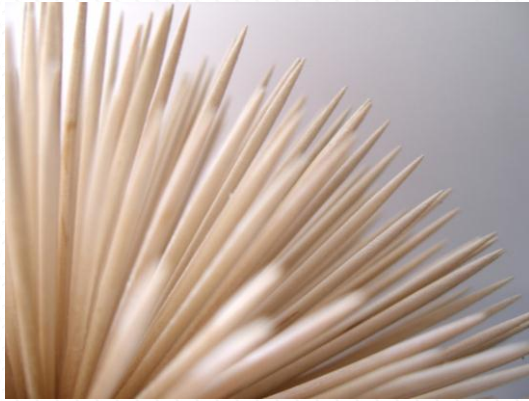
As a busy exec working in a complex industry you need to rely on external suppliers of information who communicate in a relevant and accurate way, are accessible when you need to exchange ideas and proactive in finding ways of addressing your market areas. Business Planning is a vital process, for which you need to find helpful partners.

ITCandor Limited is a company dedicated to researching, understanding and advising industry executives on opportunities and trends in the Information Technology and Communications (ITC) industry. It reports on world markets, with a special emphasis on Europe Middle East and Africa. A global company based in the UK, it develops standard research based on the ITCandor Market Model and builds continuous information on the key themes of the market. Currently these include:

- **Cloud Computing** - we started researching the market early and have advanced sizing and forecasting already in place; our advantage is our coherent and consistent top-down approach
- **Corporate Client Refresh** - the future of the corporate PC market is threatened by the rise of Smart Phones and Tablets; we have a clear view of the speed and depth of desktop virtualisation
- **Market Share And Forecast** - we have almost 30 years of experience in sizing and forecasting the ITC market by offering; why not contact us to test our knowledge of your company's sub-sector
- **ITC Vendors and Customers** - we spend most of our working life talking and analysing vendor and user activities and strategies, believing it to be the best way of understanding the importance of current and future trends in computing

We believe these provide a good basis for studying and reporting the current trends in the ITC market and are pleased to offer you support in your own journey to planning for success in our complex industry.

## ITCandor Offerings



### Pen For Hire

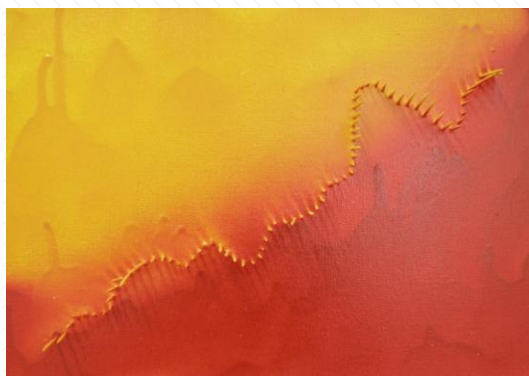
You need external analysts to put elements of your communications in context. We are prolific and clear in our analysis. We also write many white papers and market assessments for ITC suppliers, industry magazines, consulting companies, users and channels. Dell has recently used us on its official blog site, for instance and IBM has hired us to write customer profiles. We have very keen prices and fast turnaround.



### Speaker lounge

You need experts to explain market trends to important audiences. Martin Hingley is one of the most experienced presenters our industry. He addresses all types of event from small workshops to huge auditoria. Suppliers - large and small - use his skills to communicate the key trends, forecasts and dynamics of the market. Recent presentations include those for Datel, Copenhagen Capacity and Virtustream on software, country ITC

forecasts and Cloud Computing. We always tune our talks to fit the audience and your objectives.



### Market Data For Start-Ups

You need fast, accurate analysis of industry sub-markets. ITCandor's perspective of the market is firmly based on a detailed tracker, covering the whole market from all relevant angles. Independent, accurate and action-oriented business planning data is vital for all suppliers and yet major research houses are too expensive for small projects. We have 30 years of experience in reporting market growth, sizing,

market share and forecast information and very keen prices. We specialise in server, PC, storage system, smart phone, tablet, peripherals, networking and gaming console areas.



## ITCandor Methodology

We aim to make our research relevant to your needs by formally studying the market from a number of sources and angles. In particular:

- We have created the ITCandor Market Model, which is built on detailed analysis of major vendor revenues by quarter from the beginning of 2003 onwards.
- We study the announcements of key vendors and analyse them by category, looking for how suppliers promote themselves and pursue the major themes of the current industry
- We interview users and vendors to provide alternative voices and ideas. As our name suggests, we are keen to provide coverage of strong opinions, whether positive or negative.
- We attend ITC industry events, whether single vendor briefings or independent ITC industry conferences.

From these sources we build a realistic, up-to-date picture of our complex industry.

## ITCandor Market Model Data Coverage

We collect the following data elements when tracking vendors, which enables us to make good estimates of market spending and forms the basis of our forecasts:

- **Geography** - we cover the Americas, Asia Pacific and EMEA regions as standard. In addition we report country findings for Brazil, Canada, Mexico, USA, Australia, China, India, Japan, Austria, Belgium, Bulgaria, Czech Republic, Denmark, Egypt, Finland, France, Germany, Greece, Hungary, Iran, Ireland, Israel, Italy, Netherlands, Nigeria, Norway, Poland, Portugal, Romania, Russia, South Africa, Spain, Sweden, Switzerland, Turkey, UAE and the UK
- **Vertical Market** - we cover 11 vertical markets, which are 1 - Agriculture/ Construction/ Mining, 2 - Manufacturing, 3 - Transport/Communications/Utilities, 4 - Retail/Wholesale, 5 - Finance, 6 - Business Services, 7 - Central Government, 8 - Local Government, 9 - Health, 10 - Education and 11 - Other Vertical Markets
- **Customer Size** - we cover user organisations by type and size, splitting values into Large (>1,000 Employees), Medium (100-1,000 Employees) and Small (1-99 Employees) company (as well as consumer) categories. In our research we look at strategies for each type of business, as well as consumers, prosumers and the SOHO sector
- **Offering** - we cover Hardware, IT Service, Software and Telecom Service as standard categories, as well as Server, Storage System, PC, Peripheral, Networking, Converged Device, Gaming Console, Implementation, Outsourcing, Hardware maintenance, Software Maintenance, Internet Service, Application Software, Operating System, Custom Software, Infrastructure Software, Software as a Service, Fixed Line, Wireless and Broadband offerings; in our detailed reports we break these down further - looking at x86, Unix and mainframe operating systems, tower, rack and blade, price bands and workloads in the server area for instance
- **Channel** - in order to bridge between vendor revenues and user spending we build an analysis of channel margins, breaking each vendor's revenues into 6 classes; in particular OEM, Direct Outbound, Direct Internet, Indirect Two Tier and Indirect Single Tier
- **Period** - we study the market by quarter, starting at the beginning of 2003. Unlike other market research companies all of our forecasts and analysis is quarterly. Our forecasts cover a five-year period beginning at the end of the current year - for 2011 the end year is 2016
- **Vendors** - we build the ITCandor Market Model on a top down basis, analysing the revenues of the largest vendors. Currently we have over 110 suppliers in our data, of which the largest in 2010 were HP, Samsung,

Verizon, AT&T, IBM, Telefonica, Deutsche Telekom, Apple, Sony, Vodafone and Dell

We also collect user and channel demographic information, as well country GDP, unemployment and natural resources data to provide a consistent basis for generating good forecasts. We will publish a full methodology in each of our ITC Market Reports for those who enjoy studying these at length. Our model is always 100% consistent and we understand the complex need to balance top-down with bottom-up approaches.

### **ITCandor Sample Research**

Why not read some of our sample research published on Wordpress at <http://martinhingley.wordpress.com/>? Since April 2009 we've written over 200 articles linked to our target themes - more free research than any of the major consultancies.

Copies of these are available in paper or pdf versions on request, as are **example pivot tables** of our research findings.

If you don't already know Martin Hingley, check out his multiple recommendations on LinkedIn (<http://uk.linkedin.com/in/martinhingley>). You can also follow him on Twitter at @mHingley.

Gives us a call today - we're eager to help your business planning activities with cost-effective research.

Please contact:

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