

China Quarterly Flatbed Scanner Tracker

With competition in the China flatbed scanner market becoming more intense, both the international and the domestic vendors look to develop their products, channels, and services in order to maintain their competitive advantages in the market. IDC's *China Quarterly Flatbed Scanner Tracker*® aims to provide timely and critical market intelligence necessary to aid flatbed scanner vendors in their strategic and tactical planning to compete effectively in this competitive market in China.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments, agents, end-user factory revenue, and so forth.

Core Coverage:

- CCD
 - CIS
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Geographic Scope

- PRC (1)
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Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:

- Final data
 - Forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include one year of historical data and five years of annual market projections. Forecasts are available at the country level. Examples of the forecasts included in this tracker are as follows:

Core forecast coverage:

- Five-year forecast of China flatbed scanner market by unit
- Five-year forecast of China flatbed scanner market by price band

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 revenue, 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-, state-, or city-level planning — setting regional-, country-, state-, or city-level 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, and 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

