

China Quarterly PC Tracker: Vertical Markets

With the competition in the China PC market becoming more intense, vendors are trying to penetrate the PC industry market in an attempt to maximize market opportunities and grow revenue. As a result, they are constantly looking to identify and track the rapidly comprehensive information in order to understand the unique characteristics and growth potentials of each vertical industry market. IDC's *China Quarterly PC Tracker: Vertical Markets*® is designed to help IT vendors that are targeting the large and growing China market. The product offers timely and critical intelligence to aid in strategic and tactical planning to compete effectively in China, which is one of the fastest-growing PC markets in the world.

Technology Coverage

Measurement for this tracker is in unit shipments and revenue. This tracker provides total market size and vendor share for the following technology areas:

Core Coverage:

- Commercial desktop
 - Commercial notebook
 - 15 and 35 vertical industries
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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:

- Historical and forecast data
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include three years of historical data, five years of quarterly forecasts, and an additional 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 unit shipment and revenue forecasts by form factor and by 19 vertical industries for four quarters
- Five-year unit shipment and revenue forecasts by form factor and by 35 vertical industries for four quarters

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

