

# China Quarterly Provincial PC Tracker: Sales-In

---

With the competition in the PC market in China becoming more intense, vendors are trying to penetrate the provincial PC market in an attempt to maximize market opportunities and grow revenue. As a result, they are constantly looking to identify and track the rapidly developing provinces as well as those provinces where it will be easier for them to gain substantial market share. These vendors also need to know the competitive rankings of their counterparts in each province to plan their go-to-market strategies. IDC's *China Quarterly Provincial PC Tracker: Sales-In*® 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

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

### Technologies and subtechnologies:

- Desktop
- Notebook

### Segmentations:

- Product category (consumer desktop, commercial desktop, consumer notebook, and commercial notebook)
  - Segment
  - Province
- 

## Geographic Scope

- China (1)
- 

## 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 listed as follows:

- Final historical and forecast pivot
  - A qualitative PowerPoint summary
- 

## Forecast Coverage

Forecasts for this tracker are updated quarterly and include three years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the country level. Examples of the segmentations being forecast in this tracker are provided below.

### Core forecast coverage:

- Unit shipment and revenue by product category
- Unit shipment and revenue by province

---

## 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

