



Africa Quarterly Workstation Tracker Expanded Country Set

IDC's *Africa Quarterly Workstation Tracker Expanded Country Set* service helps you assess and forecast the workstation market on a quarterly basis. The service tracks all personal workstation vendors, provides shipment data in units and revenue, and market share information each quarter. IDC's trackers help you keep your competitive edge by giving you the market intelligence you need to plan short- and long-term strategies.

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 revenue.

Technologies and Subtechnologies

- Workstation type: personal (PWS)
- Form factor: desktop, mobile, blade, rack
- Processor type: x86

Segmentations

- Processor by vendor
 - Processor family
 - CPU capacity
 - Price band (\$0–\$3,000, \$3,000–\$5,000, \$5,000–\$7,500, \$7,500–\$10,000, \$10,000–\$15,000)
 - Optional:
 - Application (DCC, economic/financial, engineering, other commercial, scientific, software engineering)
 - Operating system (Windows, Linux, Unix)
 - Channels (direct/ indirect)
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Geographic Scope

- Algeria, Botswana, Ethiopia, Ghana, Kenya, Morocco, Namibia, Nigeria, Tanzania, Tunisia, Uganda
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the regional and country levels.

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 7 after period closes
- Forecast data: week 8 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



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