



Worldwide Quarterly Smart Connected Device Tracker

IDC's *Worldwide Quarterly Smart Connected Device Tracker*® provides an integrated view of three important technology markets: Personal computers (notebooks and desktops), smartphones, and tablets. This integrated deliverable with data from three highly sought-out consumer trackers provides a holistic view of the changing dynamics across all four product categories. This data provides vendor market share across the smart connected device spectrum, as well as a detailed country-level forecast that highlights shifts in demand.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share information for the following technology areas and segmentations. Measurement for this tracker is in units, value, and end-user ASP.

Technologies:

- Product category: Desktop PCs, portable PCs, tablets, and smartphones
- Operating system (tablet and smartphone only): Android, BlackBerry OS, iOS, Linux, Windows, Windows Phone, and so forth

Segmentations:

- Distribution channels: Direct, etailers, retail, telco, and others
 - Customer segment: Consumer and commercial
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Geographic Scope

- Asia/Pacific excluding Japan (by 14 countries)
 - Canada
 - Central and Eastern Europe (by 6 countries)
 - Japan
 - Latin America (by 8 countries)
 - Middle East and Africa (by 7 countries)
 - United States
 - Western Europe (by 16 countries)
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data from 1Q10, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Forecast measurements include units, value, and end-user ASP. Additional segmentations offered include:

- Product category: Desktop PCs, portable PCs, tablets, and smartphones
 - Operating system (tablets and smartphones only)
 - Distribution channels: Direct, etailers, retail, telco, and others
 - Customer segment: Consumer and commercial
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Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis in an Excel-based delivery tool. The delivery schedule for this tracker is as follows:

- Historical data: Week 7 after period closes
- Forecast data: Week 9 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:

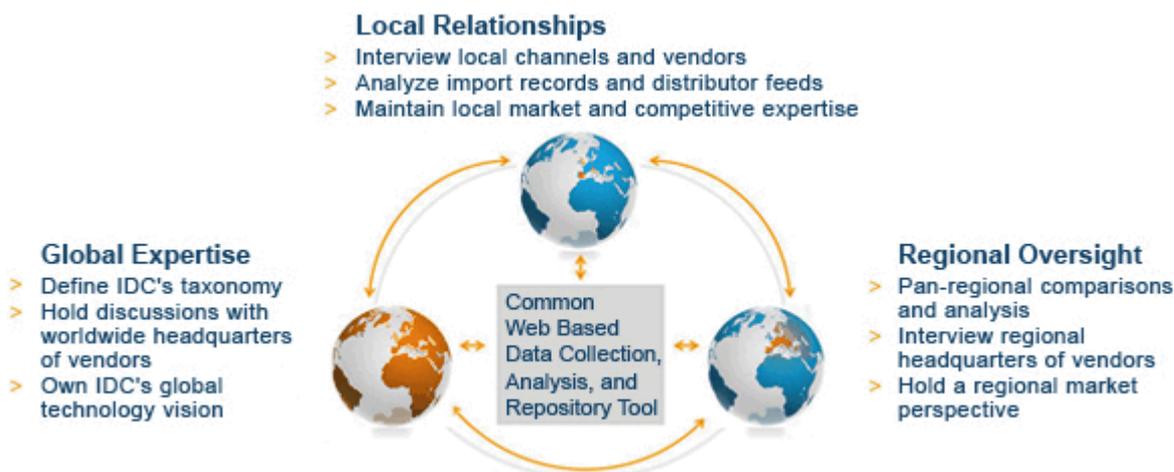
Planning Process

- Regional, 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, 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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