Brazil Monthly Tablet Tracker

IDC’s Brazil Monthly Tablet Tracker® service provides tablet vendors, parts suppliers, distribution channel participants, and market analysts with the most detailed, accurate, and timely view of specific changes and trends in the supply-side Brazilian tablet marketplace through a service that is flexible, easy to use, easy to understand, and thoroughly supported for usage and comprehension. Monthly tablet shipments are included for over 20 multinational and local tablet vendors.

Technology Coverage
This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in unit shipments.

Core Coverage
- Connectivity: WiFi only and WiFi/3G/4G
- Storage: <8GB, 8–16GB, 16–32GB, >64GB
- Screen size
- Vendor market share
- Operating system: Android, iOS, BlackBerry OS, and Windows

Geographic Scope
- Brazil

Data Deliverables
This Tracker is delivered on a [quarterly, semiannual] basis via a web-based interface for online querying and downloads. Deliverables for this tracker are listed below. For a complete delivery schedule please contact an IDC sales representative.
- Historical data

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

- Local Relationships
  - Interview local channels and vendors
  - Analyze import records and distributor feeds
  - Maintain local market and competitive expertise

- Global Expertise
  - Define IDC's taxonomy
  - Hold discussions with worldwide headquarters of vendors
  - Own IDC's global technology vision

- Regional Oversight
  - Pan-regional comparisons and analysis
  - Interview regional headquarters of vendors
  - Hold a regional market perspective