China Monthly Personal Computing Device Tracker: Sales-Out

With the competition in the China PCD market becoming more intense, vendors are trying to understand the PC market in a timely manner in an attempt to maximize market opportunities and grow revenue. As a result, vendors are constantly looking to identify and track the rapidly developing sellout where it is more important to them. These vendors also need to know the competitive rankings of their counterparts in sellout on a monthly basis to plan their go-to-market strategies in a timely manner. IDC’s China Monthly Personal Computing Device Tracker: Sales-Out® 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 PCD markets in the world.

Technology Coverage
This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in shipments, revenue, and so forth.

Core coverage:
- Product Category
- Product
- Model Name
- Channel Category
- Price band
- Processor Vendor

Geographic Scope
- PRC (1)

Data Deliverables
This tracker is delivered on a monthly basis via email. For a complete delivery schedule, please contact an IDC sales representative. Deliverables for this tracker are:
- 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

Common Web Based Data Collection, Analysis, and Repository Tool