

# Peru Personal Systems: Compete

AN IDC SPECIAL INTELLIGENCE SERVICE

IDC's *Peru Personal Systems: Compete* is a series of interactive advisory sessions guided by the local market experts, based on all existing standard research related to the Personal System markets, and through previous feedback sessions and customized according to the customer's needs. It provides an integrated view of the market, sharing the knowledge the local analysts gather from their meetings with PC, Tablet, Mobile Phone vendors, wholesalers, distributors, and retailers, as well as from a variety of demand-side IDC studies, designed to collect CIO priorities and spending intentions.

## Markets and Subjects Analyzed

- Strategic Marketing planning process: monitors market trends and results of marketing initiatives. Get a forward-looking analysis of trends and opportunities
- Customized content through interactive themes

## Core Research

- PC Market\*
- Tablet Market\*
- Mobile Phone Market\*
- PC Monitor Market\*

\*If purchased as part of core tracker contract

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Peru Personal Systems: Compete](#).

## Key Questions Answered

Basic content includes direction and recommendations on:

1. Macro environment
2. Opportunity
3. Competition
4. Product/Services
5. Distribution Systems (Channels)
6. Buyer needs

## Companies Analyzed

This service reviews strategies, market positioning, and future direction of several providers in the Personal Systems Market, including: Lenovo, HP Inc., Dell, Apple, Samsung, Huawei, LG, etc.