

# Worldwide Notebook PC ODM Qview

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The *Worldwide Notebook PC ODM Qview* aims to provide the current status and forecast of the notebook PC ODM industry, which is a leading index to know the worldwide notebook PC market.

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## Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this QView is in shipments, average sales price, and revenue.

### Core Coverage

- Notebook PCs that are manufactured by notebook PC ODMs
- Shipment volume, value, and ASP
- ODM shipment volume and ranking
- Operating system: Windows, Chrome OS, macOS
- CPU: Intel, AMD, Qualcomm
- Form factor: Convertible, traditional, ultraslim
- Screen size band: From 10.x to 17.x inches and others
- Screen resolution
- OEM/ODM shipment matrix: ODM shipment to OEM, OEM shipment from ODM
- Industry update

### Optional Content Add-Ons

- Monthly notebook PC ODM shipment volume
  - Monthly notebook PC ODM shipment volume share by HDD and SSD
  - Notebook PC ODM production location
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## Geographic Scope

- ODM countries covered: Taiwanese ODM, China ODM, Japan ODM, Korea ODM
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## Data Deliverables

This tracker is delivered on a quarterly 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.

- Quarterly data and forecast
  - Historical
  - Excel
  - Industry update report PDF
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## 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

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## 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 revenue, 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

