

Europe, Middle East and Africa Quarterly Hardcopy Peripherals Tracker

IDC's *Europe, Middle East and Africa Quarterly Hardcopy Peripherals Tracker*® is designed to assist hardware vendors and other client segments to track market trends and opportunities in the converging hardcopy peripherals markets in the EMEA region. A major focus is analysis of the rate of convergence between printers and MFPs in the hardcopy arena. The service will provide vendors with unique research for tracking and positioning multifunction peripheral (MFP) products, printers, and digital copiers, whether these are low-end consumer products, office products, or high-end production machines. Shipments and value of shipments are provided by end-user (home, small business, medium-sized business, large business, and government/education) and channel (direct inbound/outbound, direct — internet, indirect — dealer/VAR/SI, retail, etailer) segments.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurement for this tracker is in unit shipments, market value, and average sales value (ASV).

Core Coverage

- Product category: Printer, MFP, SFDC
- Product: Laser, inkjet, serial dot matrix (SDM), and line printer
- Product detail: Laser (monochrome, color, and highlight color), inkjet (monochrome, color, and high-speed inkjet), SDM (9 pin, 18 pin, 24 pin, and 28 pin), and line printer (line matrix and line character)
- Speed range: A4/letter
- End-user segments: Home, small office (1–9 employees), small business (10–99 employees), medium-sized business (100–499 employees), large business (500–999 employees), very large business (1,000+ employees), government, and education
- Distribution channels: Direct – inbound/outbound, direct – internet, direct – store, indirect – dealer/VAR/SI, indirect – etailer, indirect – retail online, retail in-store
- Transactional/contractual: Transactional, contractual — MPS, contractual — BPS, and contractual — other
- Vendors: By product brand and models
- Additional product specifications: Format, base configuration, Drum, network/wireless, and others

Optional Content Add-Ons

- Industry (for Printer/MFP, Inkjet/Laser)
- Installed base

Geographic Scope

- **Western Europe (16):** Austria, Belgium, Denmark, Finland, France, Germany, Greece, Ireland, Italy, the Netherlands, Norway, Portugal, Spain, Sweden, Switzerland, the U.K.
- **Central and Eastern Europe (18):** Belarus, Bulgaria, Croatia, Czech Republic, Estonia, Hungary, Kazakhstan, Latvia, Lithuania, Poland, Romania, Russia, Serbia, Slovakia, Slovenia, Ukraine, Rest of CIS, and Rest of SEE
- **Middle East and Africa (23):** Algeria, Bahrain, Egypt, Ethiopia, Ghana, Israel, Jordan, Kenya, Kuwait, Lebanon, Morocco, Nigeria, Oman, Pakistan, Qatar, Saudi Arabia, South Africa, Tanzania, Tunisia, Turkey, United Arab Emirates, Rest of Africa, and Rest of Middle East.

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.

- Preliminary data
- Historical data
- Forecast data

Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data back to 1Q96 through a five-year forecast. The five-year forecast is made up of two-year quarterly and three-year annual market projections. Forecasts are available at the worldwide, regional, and country levels. Details of the forecasts included in this tracker are as follows:

Core Forecast Coverage:

- Product category: Printer and MFP
- Product and product detail: Laser (monochrome, color), inkjet (color), SDM, and line printer
- Speed range A4 (non-inkjet)
- Price band (inkjet only)
- Format forecast

Optional Forecast Add-Ons:

- Flatbed/sheet fed forecast
- Singlepass/multipass forecast
- Base-configuration forecast
- SF DC forecast
- Price band forecast

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 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, and 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

