

Asia/Pacific Quarterly Personal Computing Device Tracker

The Asia/Pacific (excluding Japan) personal computing devices (PCD) market is one of the most important and unique markets in the world. Government and education programs have been driving many of the developing markets, while new product designs are getting attention in mature markets. Being a very diverse region, what should the industry do to compete in the rapidly changing landscape? How can vendors discern between drastically different buying patterns in this very diverse region? How should players harness the opportunity to its fullest potential? IDC's *Asia/Pacific Quarterly Personal Computing Device Tracker*® provides timely and critical market intelligence that is essential for strategic and tactical planning in the largest PCD (traditional PC + tablets) market 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 and end-user value.

Core Coverage

- **Product category:** Desktop, notebook, detachable tablet, and slate tablet
- **Product and product detail:** All-in-one DT, tower DT, small DT, ultrasmall DT, traditional NB, ultraslim NB, convertible NB, mini NB, detachable tablet, and slate tablet
- **Screen size band:** By inch for notebooks, tablets, and all-in-one DT
- **Segments:** Consumer, education, government, very large business (1,000+), large business (500–999), medium-sized business (100–499), small business (10–99), and small office (1–9)
- **Channel:** Direct — inbound/outbound, direct — internet, direct — store, indirect — dealer/VAR/SI, indirect — retailer, indirect — retail, and indirect — telco
- **Additional tech splits:** Operating system, touch, product brand vendor, price band, processor vendor, and processor brand
- **Optional Content Add-Ons**
- Notebook add-on: Model names, branded gaming models, storage type, optical drive, and integrated cellular

Geographic Scope

- Asia/Pacific excluding Japan (16) (Australia, Bangladesh, Hong Kong, India, Indonesia, Malaysia, New Zealand, the Philippines, PRC, Singapore, South Korea, Sri Lanka, Taiwan, Thailand, Vietnam, and the rest of Asia/Pacific)

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 report
- Historical data
- Forecast data
- Qualitative reports and add-ons
- Inquiry hours for direct access to IDC analysts

Forecast Coverage

Forecasts for this tracker are updated quarterly and include up to two years of quarterly forecasts and an additional three years of annual market projections. Forecasts are available at the worldwide, regional, and country levels. Forecast coverage for this tracker includes:

Core Forecast Coverage

- **Product category:** Desktop, notebook, detachable tablet, and slate tablet
- **Product:** All-in-one DT, traditional DT, traditional NB, ultraslim NB, convertible NB, detachable tablet, and slate tablet
- **Channel:** Same as above
- **Segment:** Same as above

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

