

Worldwide Smartphone ODM QView

IDC's *Worldwide Smartphone ODM QView* examines the upstream supply chain for smartphones, which is increasingly shifting toward a different ODM ecosystem in Asia/Pacific. This service provides quarterly insight into which ODMs manufacture for which branded vendors, along with splits by product technologies, supplier relation, and other splits.

Technology Coverage

This tracker provides total industry size and assembly vendor share for the following technology areas.

Core Coverage

- Air interface
- Platform
- Operating system
- Screen size band, resolution, and display technology

Optional Content Add-Ons

- Top 30 assembly vendors' ranking and shipment volume
 - Top 30 design vendors' ranking and shipment volume
 - Customer/supplier relationship — brands versus assembly vendors
 - Customer/supplier relationship — brands versus design vendors
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Geographic Scope

- Worldwide
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Data Deliverables

This tracker is delivered on a quarterly basis via a web-based interface for online querying and downloads. The following are the deliverables for this tracker. For a complete delivery schedule, please contact an IDC sales representative.

- Historical data
 - Historical qualitative report
 - Forecasts in a rolling five- to eight-quarter window
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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

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

