

Worldwide Quarterly Personal Computing Device Tracker

IDC's *Worldwide Quarterly Personal Computing Device Tracker*® fills the growing demand for detailed, timely, and accurate information on the global personal computing device market. It provides insightful analysis, quarterly market share data, and a five-year forecast by country. The core of the product is a comprehensive electronic database detailing changes and trends in this highly competitive market. IDC's *Worldwide Quarterly Personal Computing Device Tracker* is built on the foundation of IDC's network of country-level research operations, and its bottom-up methodology delivers an accurate view of the market from those closest to it.

Technology Coverage

This tracker provides total market size and vendor share for the following technology areas. Measurements for this tracker are in shipments and end-user value.

Core Coverage

- **Product category:** Desktop (DT), notebook (NB), workstation (WS), detachable tablet, and slate tablet
- **Product and product detail:** All-in-one DT, tower DT, small DT, ultrasmall DT, traditional NB, ultraslim NB (<15mm), ultraslim (15mm to <18mm), ultraslim (18mm to <21mm), convertible NB, mini NB, desktop WS, mobile WS, datacenter WS, detachable tablet, and slate tablet
- **Screen size band:** By inch for notebooks, tablets, mobile WSs, and all-in-one DTs
- **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 — etailer, indirect — retail, indirect — retail internet, indirect — telco, indirect — telco internet
- **Additional tech splits:** Operating system (OS), connectivity, CPU type, touch, product brand**, vendor, price band, model name*, air interface*, secondary air interface*, voice calling*, storage (GB)*, RAM (GB)*, generation*, processor vendor, processor brand, processor speed band*, and processor cores*
 - * This applies to tablets only.
 - ** This applies to PCs only.

Geographic Scope

- Asia/Pacific (excluding Japan and China) (available for 15 countries)
- Canada
- Central and Eastern Europe (available for 16 countries)
- Japan
- Latin America (available for 19 countries)
- Middle East and Africa (available for 26 countries)
- PRC
- United States
- Western Europe (available for 16 countries)

Data Deliverables

IDC's *Worldwide Quarterly Personal Computing Device 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 top 5 vendors' data and press release
- Preliminary pivot
- Qualitative analysis
- Historical database
- Forecast database
- Forecast press release

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:

- **Product category:** Desktop*, notebook*, detachable tablet, and slate tablet (* Workstation is integrated.)
- **Product:** All-in-one DT, traditional DT, traditional NB, ultraslim NB (<15mm), ultraslim (15mm to <18mm), ultraslim (18mm to <21mm), convertible NB, detachable tablet, and slate tablet
- **Channel:** Same as previously mentioned
- **Segment:** Same as previously mentioned
- **Optional Forecast Add-Ons**
 - Price band forecast
 - Installed base
 - Screen size and product detail forecast
 - Touch forecast
 - OS 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

