



# Business Planning Information for the IT and Communications industry

ITCandor is dedicated to researching, understanding and advising industry executives on opportunities and trends in the Information Technology and Communications (ITC) industry.

We report on world markets, with a special emphasis on Europe Middle East and Africa. A global company based in the UK, we develop standard research based on our ITCandor Market Model and build continuous information on industry themes: currently these include:

- Cloud Computing we started researching the market early and have advanced sizing and forecasting already in place; our advantage is our coherent and consistent top-down approach
- GDPR we're working with TekPlus to raise awareness of this important data protection legislation with vendors and users
- Formula 1 IT we're working with EuroLan on the links between and influence of Formula 1 on general purpose enterprise computing
- Market Share And Forecast we have over 30 years of experience in sizing and forecasting the ITC market by offering; why not contact us to test our knowledge of your company's sub-sector
- ITC Vendors and Customers we spend most of our working life talking and analysing vendor and user activities and strategies to understand the importance of current and future trends in computing

We're looking forward to supporting your planning journey, providing essential information to make your business more successful.

At a recent conference Jake Blough, SEI 'implored everyone in the organization to subscribe to your blog, and purchase your tracker products. Some of these guys are completely in the dark, and you are a bargain compared to Gartner or IDC (and your work can actually be read and understood)'.



### **ITCandor Offerings**



#### White papers

We are prolific and clear in our analysis. We also write many white papers and market assessments for ITC suppliers, industry magazines, consulting companies, users and channels. Our customers include NTT, Server Technology, Origina, IBM and DCD Intelligence. We have very keen prices and fast turnaround.



### Speaker lounge

Martin Hingley is one of the most experienced presenters our industry. He addresses all types of event from small workshops to huge auditoria. Suppliers - large and small - use his skills to communicate the key trends, forecasts and dynamics of the market. Recent presentations include those for IBM Switzerland, IP Expo and DCD. We always tune our talks to fit the audience and your objectives.



# Tracker data for business planners

ITCandor's perspective of the market is firmly based on a detailed tracker, covering the whole market from all relevant angles. Independent, accurate and action-oriented business planning data is vital for all suppliers and yet major research houses are too expensive for small projects. We have

over 30 years' experience in reporting market growth, sizing, market share and forecast information and very keen prices. We specialise in server, PC, mobile devices, storage, printers, networking and gaming consoles.





## **ITCandor Methodology**

We make our research relevant to your needs by formally studying the market from a number of sources and angles. In particular:

- The ITCandor Market Model is built on detailed analysis of major vendor revenues by quarter from 2003 onwards.
- We study the announcements of key vendors and analyse them by category, looking for how suppliers promote themselves and pursue the major themes of the current industry
- We interview users and vendors to provide alternative voices and ideas. As our name suggests, we are keen to provide coverage of strong opinions, whether positive of negative.
- We attend ITC industry events, whether single vendor briefings or independent ITC industry conferences.

From these sources we build a realistic, up-to-date picture of our complex industry. Much of our information is available to read for free, or even download from <a href="https://www.itcandor.com">www.itcandor.com</a>. We run a 'freemium premium' business model.



### ITCandor Market Model Data Coverage

We collect the following data elements when tracking vendors, which enables us to make good estimates of market spending and forms the basis of our forecasts:

- Geography we cover 51 countries/sub-regions, which are: USA, Brazil, Canada, Mexico, Argentina, Colombia, Peru, Chile, Other Americas, Japan, China, Australia, India, Hong Kong, Singapore, Malaysia, Indonesia, Other Asia Pacific, Germany, France, UK, Italy, Netherlands, Belgium, Sweden, Denmark, Norway, Finland, Switzerland, Austria, Spain, Portugal, Greece, Ireland, the Rest of Western Europe, Bulgaria, Czech Republic, Hungary, Poland, Romania, Russia, the Rest of Eastern Europe, Egypt, Nigeria, South Africa, Rest of Africa, Iran, Israel, Turkey, UAE and the Rest of Middle East. We also regularly look at the sizing and growth of specialist country groupings such as BRIC and PIIGS.
- Vertical Market we cover 11 vertical markets, which are 1 Agriculture/ Construction/ Mining, 2 Manufacturing, 3 Transport/Communications/Utilities, 4 Retail/Wholesale, 5 Finance, 6 Business Services, 7 Central Government, 8 Local Government, 9 Health, 10 Education and 11 Other Vertical Markets
- Customer Size we cover user organisations by type and size, splitting values into Large (>1,000 Employees), Medium (100-1,000 Employees) and Small (1-99 Employees) company (as well as consumer) categories. In our research we look at strategies for each type of business, as well as consumers, prosumers and the SOHO sector
- Offering we cover the following 4 categories and 32 offerings: Hardware Server, Storage System, PC, Peripheral, Networking, Converged Device, Gaming Console, Disk Drive, Solid State Drive, Processor, Other Hardware; IT Service Implementation, Outsourcing, Hardware Maintenance, Software Maintenance, Internet Service, Infrastructure as a Service, Platform as a Service, Managed Service, Other IT Service; Software Application Software, Database Software, Analytics Software, Operating System, Custom Software, Infrastructure Software, Software as a Service, Other Software; Telecom Service Fixed Line, Wireless, Broadband, Enterprise.
- Channel in order to bridge between vendor revenues and user spending we build an analysis of channel margins, breaking each vendor's revenues into 6 classes; in particular OEM, Direct Outbound, Direct Internet, Indirect Two Tier and Indirect Single Tier
- Period we study the market by quarter, starting at the beginning of 2003. Unlike other market research companies all of our forecasts and analysis is quarterly. All of our forecasts go to 2025.
- Vendors we build the ITCandor Market Model on a top down basis, analysing the revenues of the larges vendors. Currently we have over 150 suppliers in our data, of which the largest are Apple, AT&T, Samsung,





Verizon, Softbank, NTT, Microsoft, Huawei, HP, Deutsche Telekom, IBM, Dell, Intel, Vodafone, Telefonica and China Telecom

We also collect user and channel demographic information, as well country GDP, unemployment and natural resources data to provide a consistent basis for generating good forecasts. We will publish a full methodology in each of our ITC Market Reports for those who enjoy studying these at length. Our model is always 100% consistent and we understand the complex need to balance top-down with bottom-up approaches.

### **ITCandor Sample Research**

Why not read some of our sample? Since April 2009 we've written over 900 articles linked to our target themes - more free research than any of the major consultancies. Copies of these are available in paper or pdf versions on request, as are **example pivot tables** of our research findings. Check out Martin Hingley and the multiple recommendation, skills and

Check out Martin Hingley and the multiple recommendation, skills and endorsements at Linkedin (uk.linkedin.com/in/martinhingley/) and follow him on Twitter (@mHingley).

Gives us a call today - we're keen to win your business.

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