



Africa Quarterly PC Tracker Expanded Country Set

The core of IDC's Africa Quarterly PC Tracker Expanded Country Set service is a comprehensive electronic database detailing changes and trends in the African PC market. It covers vendors, brands, customer segments, distribution channels, processors, and PC product categories. Our bottom-up methodology delivers an accurate view of the PC market every quarter, giving you the latest information on the rapidly changing market for time-critical decision making.

Technology Coverage and Data Segmentation

This tracker provides total market size and vendor share for the following technology areas and segmentations. Measurement for this tracker is in shipments and customer value.

Technologies and Subtechnologies

- Form factor: desktop PC, portable PC
- Product category: desktop, all-in-one, desktop workstation, notebook, mini notebook, ultra portable, tablet PC, mobile workstation
- Processor by brand and speed

Segmentations

- Channels: Direct: direct inbound, direct outbound, vendor stores, Internet channel. Indirect: retail channel, corporate dealers, value-added resellers, telco channel, traditional dealers, and third-party mail
 - User segments: home, education, government, small office, small business, medium business, large business, and very large business
 - More than 150 vendors and 400 brands
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Geographic Scope

- Northern Africa: Algeria, Morocco, Tunisia
 - Eastern Africa: Kenya, Tanzania, Botswana, Uganda, Ethiopia
 - West Africa: Nigeria, Namibia, Ghana
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Forecast Coverage

Forecasts for this tracker are updated quarterly and include historical data, 2 years of quarterly forecasts, and an additional 3 years of annual market projections.

Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- Preliminary top 10: week 4 after period closes
- Historical data: week 7 after period closes
- Forecast data: week 8 after period closes

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 planning — setting regional and country 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



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