



# Africa Quarterly PC Tracker Expanded Country Set: PC by Form Factor

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The core of this service is a comprehensive electronic database detailing changes and trends in the highly competitive notebook market segmented by form factor. The service covers vendors, brands, and customer segments by country. Quarterly updates provide the latest information on the rapidly changing market. Coupled with annual forecasts, the service is an essential tool for time-critical decision-making. Built on the foundation of IDC's network of country-level quarterly PC tracking services, IDC's bottom-up methodology behind the *Africa Quarterly PC Tracker Expanded Country Set: PC by Form Factor* service delivers an accurate view of the notebook market.

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## 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 and portable PC
- Sub-category: all-in-one, blade PC, desktop workstation, living room PC, mini tower, small form factor, tiny desktop, tower, ultra portable 7-10inch, ultra small form factor, etc.

### Segmentations

- Vendor market share by country, form factor, user segment, and distribution channel
  - More than 150 vendors and 400 brands
  - User segments: home, education, government, small office, small business, medium business, large business, and very large business
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## Geographic Scope

- Algeria, Botswana, Ethiopia, Ghana, Kenya, Morocco, Namibia, Nigeria, Tanzania, Tunisia, Uganda
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## Forecast Coverage

Forecasts for this tracker are updated quarterly and include two years of historical data, two years of quarterly forecasts, and an additional three years of annual market projections. Forecasts are available at the regional and country levels.

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## Delivery Schedule and Deliverables

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

- Historical data: week 8 after period closes
- Forecast data: week 10 after period closes

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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

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## 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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