



## **Specialist IT consultancy launched into European market**

### **Canalys set to fill gap between management consultants and market researchers**

#### **For immediate release:**

**Tuesday 6th October 1998** – Canalys Corporation Ltd. has launched itself into the heart of the European IT industry, with its first public outing at this year's Eurochannels conference in Paris. At Eurochannels, Canalys hosted a leading-edge panel discussion with the top representatives of the biggest distributors in front of a packed audience left with standing room only. The panel session discussed issues varying from the impact of channel consolidation to the latest hot-topic of "co-location".

Canalys formed to provide the IT industry with strategic analysis of major European market issues. Its goal is to fill the gap between the major management consultancies that frequently provide highly strategic information lacking hands-on market insight and the market researchers, which have a wealth of data but not the breadth of skills necessary to interpret their findings.

Its President & CEO, Steve Brazier, speaking today, said "The US IT market is saturated with market information and analysis provided by numerous companies both large and small. In contrast the IT business managers based in Europe have few choices when they are looking for relevant industry expertise. We believe that Canalys can grow quickly to take advantage of a market-place that has, to date, remained under-developed."

He continued, "In the US it has been the norm for leading analysts and consultants to leave the bigger companies to strike out on their own. This has been of significant benefit to the industry because of the diversity of opinion that has become readily available. In Europe, however, there have been virtually no precedents for my move. This has partly been due to the cultural lack of entrepreneurial spirit in Europe, but it is also because of some more fundamental business issues. Most significantly, until recently, it was almost impossible for European start-up companies to find venture capital whereas today investors are queuing up to find such opportunities. Similarly the cost of travel, telecoms and computing had all made international business prohibitive for smaller companies, but the Internet, e-mail, voice mail and GSM have changed all that. I believe Canalys can offer the same, or better, levels of service than much larger companies within its first weeks of operation."

Canalys' goal is to become established as one of the leading opinion makers in its sector by providing insight that is at the same time both innovative and thorough. It will specialise in all issues relating to the routes-to-market and distribution channels for IT products. In the immediate future it will be

helping vendors to understand how the market will be re-shaped by the arrival of the Euro, the Internet, industry-standard enterprise computing, telecom convergence and electronic commerce.

**For more information:**

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