



Canalys launches its first continuous service

"Channels Analysis" program set to provide quality research in innovative format

For immediate release:

Thursday 7th January 1999 – Canalys has today announced the availability of its first ever continuous information and research service. The program entitled "**Channel Analysis**" is designed to help the IT vendor community in Europe make strategic decisions regarding channel and routes-to-market issues. It will combine a mixture of research reports, presentation materials and inquiry access to provide its clients with a service that is tailored and responsive to their needs.

Mr. Steve Brazier, Director of Canalys, said "The IT industry in Europe has entered the most dramatic period of change within its brief history. As a result, the industry must find solutions to a set of increasingly complex problems. The old certainties are being questioned, as new business models rewrite the rulebook. Three trends have combined to lead to this period of accelerated change. Firstly the arrival of the internet as a communication, information and sales tool, secondly the launch of the Euro and the increased opportunities to remove cost from the supply chain and thirdly the globalization of many leading consumers of IT products."

Canalys will provide a continuous analysis of these trends and their impact on the vendors and their channels. During 1999, it plans to provide recommendations and answers to key industry questions including which part of the value chain is responsible for communicating with the customer, who has the best manufacturing and assembly skills, how large will e-business become and must global customers be served direct?

Canalys intends to exploit Internet technology to allow it provide more intimate levels of customer service. Its primary distribution mechanism will be through both the Internet and e-mail, thus allowing its clients to have access to information as soon as it is complete. Production issues at larger research companies often lead to information being dated before it reaches the customer. This use of the "distribute and print" model will allow most of its customers to read their reports printed in full colour. Furthermore Canalys' innovative removal of the more usual copyright restrictions, which typically plague this kind of research material, will allow its clients to reprint its information as often as they wish. Clients can then read these reports whenever it is most convenient to them, which is typically when travelling or on a plane.

Canalys expects its continuous services to become the core of its fast-growing vendor advisory business. Its mission is to become established as the leading provider of high quality analysis regarding trends within the European IT and telecoms industry. By combining the depths of knowledge held within the

existing market research industry, with the strategic insights contained at the management consultancies, it aims to provide recommendations that are both unique and comprehensive.

For more information:

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