



## **CONTEXT and Canalys Corp. announce research partnership**

### **European computer and channel analysis companies agree to partner and exploit synergies**

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

**London and Oxford, Monday 11th January 1999** – CONTEXT, the leading European computer research company, and Canalys Corporation, the specialist provider of channel analysis, today announced the formation of a wide-ranging agreement. The two companies, which share a similar customer base amongst the leading IT vendors operating in Europe, have recognised the complimentary nature of their services. They believe that working together will increase the value that they currently provide separately to their existing customers.

The first public demonstration of this partnership will be through the new CONTEXT/Canalys European IT Industry Teleconference, aimed at presenting the latest data and insightful analysis on the state of the computer markets in Europe. The Teleconference will be presented every quarter during the year, and will be available to CONTEXT and Canalys customers as part of their existing subscription services. The first Teleconference has been scheduled for Thursday 4th February at 2 p.m. central European time (1 p.m. UK time) to last one hour. Invitations to register will be sent over the next two weeks; upon receiving their passwords attendees will be entitled to download a comprehensive market presentation in PowerPoint and other formats to suit, for re-use within their own market analysis exercises.

Jeremy Davies, Senior Partner at CONTEXT, said "CONTEXT has established a broad range of market data, providing the industry with channel sales, shipment data and pricing information. Our strength is our ability to manage a complex set of databases, built across a broad range of products and geographies, to provide the industry with timely and accurate market data. Our relationship with Canalys will allow for greater interpretation, interrogation and publication of the wealth of data that we hold internally."

Steve Brazier, Director of Canalys, added "We are delighted to have begun working with a company that has earned such a good reputation for servicing its customers. The market data business is not one we wish to enter - instead, by partnering with CONTEXT, we will be able to provide value-add analysis of the trends in the European IT industry with the confidence of being backed by a wide range of data. CONTEXT's variety of data points far exceeds those held by its competitors."

Howard Davies, Senior Partner of CONTEXT, continued "Canalys and CONTEXT were quickly able to reach an agreement. Apart from other synergies, being European gives us both a distinct advantage in understanding the IT marketplace here. On top of that, we share a common attribute of enjoying close

relationships with our European customers and information providers, and reacting to their needs. We believe this intimacy allows us to deliver a more tailored service to our customers not just in Europe but also world-wide than our global competitors with their dependency on recycling US processes and material."

CONTEXT is the leading European IT market research company specialising in tracking sales and pricing in the printer, networking and computer markets. Based in London, CONTEXT was founded in 1983, and employs 50 research analysts at its London HQ with another 27 research staff based in major cities across Europe.

Canalys' 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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