



Canalys integrates e-business research into its Channels Analysis service

For immediate release:

Friday 29th June 2001 – Canalys announced today that it will re-integrate its e-business research into its industry-leading Channels Analysis service. Eighteen months ago, during the frenzy that consumed the high-tech industry, Canalys' clients demanded continuous analysis of how e-business would affect them. The *E-business Analysis* service was developed to meet this need, covering topics such as B2B marketplaces, e-procurement, ASPs, Internet incubators, online reselling and Internet access. Research into such subjects often led Canalys to one of three conclusions:

1. This subject is grossly over-hyped, the business model is flawed, it will not happen;
2. This trend could occur, but much more slowly than generally predicted;
3. Vendors should undertake this strategy, but it must be integrated into the vendor's traditional business operations.

Reflecting these conclusions, and following its own advice, Canalys will integrate its ongoing research of important and relevant e-business trends into its Channels Analysis service.

Steve Brazier, Canalys CEO, said: "E-business hasn't gone away, but if we are repeatedly advising clients that it shouldn't be kept in a box and treated in isolation then it is unreasonable for the analyst community to do just that. Integration is the key to successful e-business, and we will provide clients with an integrated view."

Through its enhanced Channels Analysis service, Canalys will be best placed to provide vendors with a complete view of, and recommendations for, their overall channel strategy. For example, Canalys recommends that vendors support the online cyberreseller channel in the same way that it supports the traditional mail-order market. And in the area of online procurement, if a customer wants to buy products online, then the vendor must support this activity by enabling its existing routes-to-market to take orders online. But it is a mistake to set-up new routes-to-market - involving new contracts, co-op funds and partners - simply to enable online procurement. Procurement is just one small part of the overall function a channel provides to a customer, which can also include supply, configuration, consulting and support.

Clients of Canalys' industry-leading Channels Analysis service will not only continue to receive the regular, insightful channels research and advice they have come to expect and rely on, but will also gain access to Canalys' research on e-business as it impacts channel strategy. Clients of *E-business Analysis* will be transitioned to the enhanced Channels Analysis service.

Canalys' mission is to become established as the leading strategic analysis company for the technology vendor community, covering areas such as mobile devices & services and routes-to-market for high-tech products & services.

For more information:

e-mail info@canalys.com or call +44 118 984 0520