

Canalys adds three new services

– Builds on great success in 2002 to analyse and advise in innovative new areas

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For immediate release

Canalys is pleased to announce the immediate availability of three new subscription services:

Converged Telephony Analysis, Tablet Analysis and Mobile Device Channels. This is the largest service launch in its history, bringing its total number of continuous advisory services to five. The new services provide insight into market segments that share the characteristic dynamics underpinning all the areas on which Canalys advises. These are new technology areas with long-term growth opportunities, where trends in Europe are significantly different to elsewhere, and which are at the pivotal points of convergence between the telecommunications, IT and consumer electronics industries.

Converged Telephony Analysis

Through this service Canalys monitors and advises on the fascinating battle between the digital PBX and the IP network for control of business telephony services. It provides quarterly information on the size and growth of each of the major European countries, for all the principal vendors. Lead Canalys analyst, Alessandra Fitzpatrick, explained why vendors need to understand this converging market and the complexities of its channels: “Every business in Europe, from the smallest hotel to the largest bank, has a telephony system. It is reliable, easy to use, and probably been in place for years. A voice integrator or service provider influenced the selection and installed the system, and the facilities manager made the purchase. The equipment chosen varies widely by country, but could be from Alcatel, Siemens, Avaya, Nortel or Ericsson.” She continued, “Many businesses also have a high-bandwidth IP network, installed by a low-margin system integrator, and purchased by the IT department. These networks can support voice and the key suppliers, such as Cisco and 3Com, have set their sights on the high-margin, multi-billion euro telephony opportunity. This is an emerging market where two radically different sets of vendors, channels and buying behaviours are meeting head-on, and each country behaves in a different way. Unless vendors fully understand the whole ecosystem in detail, they will fail to make gains and fail to defend their own base.”

Tablet Analysis

The PC industry is struggling with no growth, low margins and a lack of innovation. Most customers have “fast-enough” processors and sufficient storage for their current needs. Where innovation does exist it is centred on mobility. Canalys is building on the hugely successful work it conducts in the market for pocket-sized mobile devices, with a service that looks at the opportunities for the new, larger format Tablet PCs. While many industry followers are sceptical, due to previous disappointments with pen-based computing, Canalys suspects that they are guilty of not thinking “outside the box.” Andy

Buss, senior analyst, said, “During the initial couple of months, the first-generation products have sold better than many expected. Rapid technology developments will continue. A ubiquitous WLAN across a university campus or hospital, will, sooner or later, replace the forests of paper. The Tablet PC, whether in slate, convertible or modular format, is the most likely beneficiary.” By providing detailed market shares and analysis, forecasts, case studies and profiles, Canalys advises vendors on trends, opportunities and performance in the tablet segment, in both specialist and mainstream markets, and puts this in the context of the wider notebook industry.

Mobile Device Channels

Chris Jones explained the third aspect of Canalys’ exciting strategy: “Our success over the last four years has come from being the leaders in the analysis of two areas: European routes to market and mobile devices. We are combining this expertise and taking it to its natural conclusion. As mobile devices converge into a homogeneous category, major question marks are being raised about their distribution channels. Voice-centric devices are sold to consumers, with huge subsidies by mobile operators desperate to encourage data traffic over their networks. Data-centric devices are sold through consumer electronics stores to individuals, and by solution providers to businesses. The data channels do not have the knowledge and processes to sell tariffs, while mobile phone retailers have little experience of PC configuration. For mobile devices to reach their maximum potential the channels must be understood, managed and encouraged to evolve. Mobile Device Channels provides vendors with the information needed to help them achieve this.”

About Canalys

Canalys specialises in providing high quality market analysis and advice to the leading technology providers operating in Europe. It is recognised as a key provider of continuous advisory services for marketing managers and strategists within IT, telecoms, and consumer electronics companies. Unlike most research and advisory companies, Canalys is European and produces analysis and advice specifically for high-tech vendors operating in the European market.

For more information

This and other releases are available on the web at <http://www.canalys.com/pr>. Information about the new services can be found at <http://www.canalys.com/services>. Please contact Canalys directly for more information.

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