

## **Canalys announces Europe's premier IT industry teleconference – CEO Steve Brazier analyses the quarter, predicts the outlook**

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For immediate release**

Canalys announced today a major new initiative to deliver its unique insight and analysis through a strategic quarterly IT industry teleconference – the Canalys Critique. The first Canalys Critique will take place on 30th April 2003 at 14:00 hours Central European Time (13:00 hours UK time). Steve Brazier will consider the state of the industry during a one-hour, dial-in session open exclusively to employees of Canalys client companies. The goals of the teleconference are to:

- Analyse major IT industry events from across the globe and how they impact Europe.
- Highlight the latest findings from Canalys' unique and influential channel research.
- Review the latest market share data for desktop PCs, notebooks, servers and mobile devices.
- Present competitive analysis of the leading IT vendors.
- Interpret the major industry trends, and new initiatives, emerging in Europe.
- Investigate the state of the European economies and expectations for the coming quarters.
- Suggest indicators for future expectations and predict seismic industry shifts.

Mike Welch, Canalys vice president, commented: "With its expansion over the past year, Canalys has developed the breadth of research and market intelligence needed to deliver a critical, independent review of the key industry market dynamics. This is set to become the leading strategic discussion of the European industry, and one to which senior management and CEOs will want to listen. It will shape trends, as well as report on them. By devoting only one hour of their time, listeners will discover the realities of the important European market dynamics."

The teleconference is open only to clients who pre-register via <http://www.canalys.com/critique> and will be accompanied by a PowerPoint presentation. Clients may also request the session on audiotape, CD or MP3 file. Alan Cardy, Canalys director of business development, continued: "We expect many clients to order CDs in volume. What better way to train sales staff than by them playing the CD in their car on the way to a crucial meeting? Arriving equipped with fresh information to discuss with their customers will increase their influence and relevance."

Clients of Canalys' market-leading Mobile Analysis service will continue to benefit from the highly regarded separate teleconference dedicated to mobile devices, led by Chris Jones, and will be notified via personal e-mail of the date of the next session.

## 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>. Please contact Canalys directly for more information.

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