

Canalys welcomes two channel experts

– Continuous service and consulting businesses expand

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For immediate release

Canalys is delighted to announce the addition of two highly respected and well-known channel experts to its already strong team. Alastair Edwards joins the company as senior analyst, while Martin Hellawell will work with Canalys on an associate consultant basis.

Alan Cardy, Canalys director of business development, commented, “Steve Brazier has been established as the leading European channel analyst for many years and will continue his work in this area, but increasing client demand means Canalys needed another analyst with an established reputation and expert knowledge of European channels. Alastair was repeatedly mentioned to us as being a trusted journalist and an entertaining presenter with great insight. We are delighted that he recognised our success and reputation for high quality and that he was enthusiastic about joining the team.”

Alastair will be instrumental in running the company’s industry-leading Channels Analysis service. He will contribute incisive reports, supervise ongoing channel research and provide clients with expert support by phone and through face-to-face meetings. Alastair established his reputation at IT Europa, where he spent five years, the last three in the position of editor.

Through its substantial channels consultancy business, Canalys has been instrumental in developing and undertaking research for many of the leading vendors’ channel programmes. It has completed projects on channel strategy for all manner of high-tech goods, from notebooks to networking, from storage media to servers, from navigation systems to LCD TVs. It provides expertise on designing routes to market, entering new industry segments, definition of Ts & Cs, and measuring channel satisfaction and vendor performance. It conducts large-scale field research of the channel by phone and online, runs focus groups and conducts expert, high-level, multi-lingual interviews.

Martin Hellawell will be involved in the execution and delivery of many of these custom projects. He brings experience of the channel that few executives can match. He has worked for both of the leading corporate resellers, has pan-European marketing experience and was a successful general manager in France and the UK. Unlike many consultants he can go beyond the theory of what should be done, having a wealth of hands-on, real-world industry experience of what works and what does not.

Members of the press may quote from this release provided Canalys is clearly shown as the source

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Steve Brazier, Canalys president & CEO, commented, “I have known Martin for more than decade, and observed his progress as he climbed the ranks at Computacenter. He is as well respected in France as he is in the UK. He greatly enhances our capability to deliver strategic channels consultancy and I’m sure our clients will also be delighted to see him working with us.”

About Canalys

Canalys specialises in providing high-quality market data, analysis and advice to the world’s leading technology companies. It is recognised as a key provider of continuous advisory services and confidential custom projects for marketing managers and strategists within blue-chip IT, telecoms and consumer electronics companies. It has unrivalled expertise in European routes to market for all kinds of high technology products and services in the consumer, SMB and large enterprise segments, and provides worldwide market data and trends analysis.

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