

## **Canalys announces opening of Singapore office – Launches new Smart Mobile Device Analysis APAC service**

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For immediate release**

Canalys announced today the formal opening of the company's new office in Singapore, located at Republic Plaza 2 in Raffles Place. This is the first of the firm's planned additional research hubs and reinforces its commitment to the globalization of the company's services, sales and research operations.

In conjunction with the office opening, Canalys also announced the availability of its first service dedicated to delivering in-depth market data and analysis for the Asia-Pacific region. Smart Mobile Device Analysis APAC will provide vendors with insight into trends in the market for smart phones, wireless handhelds and handhelds, using the standard Canalys segmentation, and will provide country-level shipment figures and forecasts for the region. Clients that also use the company's established EMEA, CEMA and Worldwide services in this space will benefit from having consistent, detailed country market data on a global basis. Canalys is committed to taking this approach across its other mobile, enterprise and consumer focused services in the future, providing reliable information across countries worldwide using consistent and rigorous definitions and research methodologies.

The new Singapore office is an ideal location from which to research the emerging converged mobile device markets of China and India, as well as reaching the multitude of countries within South-East Asia and Japan. Rachel Lashford, senior analyst and research manager leading the initiative, said, "Canalys is committed to providing vendors with greater options regarding their sources of market intelligence and competitive analysis. The commencement of our service and local support in APAC is in direct response to demand from our clients. This is just the first step in what we expect will be a swift and exciting progression for Canalys."

Rachel is joined in Singapore by an experienced research team. TY Lau is a research analyst with more than five years of experience in the industry. Research associate Joana Ooi will provide support for the new service, and Canalys is also pleased to announce that Puni Rajah will be working with the company as an associate consultant. She will provide unique insight into the very diverse local markets in the region, and support Canalys in consulting project work, as well as bring the benefit of her extensive expertise to the company's research activities.

Ms. Lashford continued, "We are fortunate that the culmination of our plans to open in Asia has led to the formation of such a highly capable and motivated team. We look forward to building on this great start as we

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expand our research programmes and services. The goal of becoming the premier provider of information and advice on the converged device market in the region is exciting, but will be demanding due to the pace the industry sets for us. We look forward to the challenge.”

### **About Canalys**

Canalys specialises in delivering high quality market data, analysis and advice to the world’s leading technology vendors. 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, navigation 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.

### **Receiving updates**

To receive releases directly, please complete the form on our web site. This release is available from <http://www.canalys.com/pr> along with low- and high-resolution photos of the analyst(s) quoted.

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