

## **Canalys announces biggest ever new services launch – Globalisation underway, as Singapore opening is confirmed**

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For immediate release**

Canalys announced today its biggest ever launch of new services, as it takes a major step towards becoming a global analyst firm. Effective today, its Converged Telephony Analysis, Enterprise Security Analysis, Enterprise Networking Analysis and Mobile Navigation Analysis services are available as worldwide products. The new services enable clients familiar with the quality and detail of segmentation provided by the existing EMEA region focused services to identify trends in these technology markets on a global scale. Canalys also announced a new EMEA service – Mobile Messaging Analysis – which will provide vendors with unique insight into the fast growing market for enterprise mobility solutions. These launches reinforce the firm's commitment to expand both its geographic coverage and service portfolio, in order to provide vendors with a wider choice of suppliers of global data and analysis.

In support of this expansion, Canalys separately announced that its first additional research hub will be established in Singapore, opening in October 2006. Rachel Lashford, Canalys senior analyst & research manager, will lead this operation. She commented, "Some 18 months ago, Canalys recognised that its top strategic priority was to globalise the company's services, sales and research operations. Our new office in Singapore is a major step in that direction. We chose to move to Asia first because of the region's dynamism. It has become a hotbed for product development and manufacturing and at the same time the local economies are growing fast and investing heavily in technology. This creates great demand for both market and competitive analysis, in a region that is highly fragmented and currently poorly served with such information. We believe a European firm is ideally suited to delivering value in a multi-cultural and multi-lingual environment." She continued, "We chose Singapore as the best location because it can straddle Chinese, Indian and South East Asian markets, it has excellent logistics, a mature business environment and because many of our clients have their regional headquarters there."

Andy Buss, senior analyst in charge of the firm's enterprise security and networking services added, "We will continue to expand our service offerings throughout 2006, as we execute on our recruitment plans, launching services that cover adjacent industry areas, and expanding coverage by delivering services dedicated to the Asia Pacific region. The significance of our launch today is that it shows our commitment to establishing all our main services at the global and regional levels. Once our Asian plans have bedded down, we expect to apply a similar approach to our entry into the Americas."

Many Canalys clients have actively encouraged the firm's globalisation. Canalys began to build on its tremendous reputation in EMEA by going global for the first time in 2003, with its research into the worldwide enterprise telephony market. This was soon followed by the global extension of its market-leading research programme covering smart mobile devices. The success of these initiatives contributed to today's decision, which will have a profound impact on the way the company is managed. Canalys' approach to all its services in the future will include consistent country and regional definitions, and follow similar logic for product classifications, pricing and market estimation. Clients will be able to take a sector- or region-specific look at Canalys' information, and be confident that they can mix and match research across converging technologies using consistent definitions, user interfaces and methodologies.

Rachel Lashford concluded, "The announcement we have made today is one of the most important in the company's history. It represents the culmination of more than a year's preparation that has been happening behind the scenes. But it is also very much the beginning of an exciting time for the company, which is highly motivational for the team internally as well as delivering increased value to our clients. New organisational structures, business planning processes and financial metrics have all been developed. I now look forward to implementing these plans, alongside the great team of people that we are recruiting in Asia."

## 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 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.

**Canalys**  
100 Longwater Avenue, GreenPark, Reading, RG2 6GP, UK  
Tel: +44 118 945 0173 Fax: +44 118 945 0186  
E-mail: [press@canalys.com](mailto:press@canalys.com) Web: <http://www.canalys.com/>