

## **Canalys opens in the Americas, headquartered in Palo Alto – Announces that Bart van der Horst is appointed Managing Director, Americas**

**Palo Alto, Singapore and Reading (UK) – Monday, 9 June 2008  
For immediate release**

Canalys announced today that, on July 1<sup>st</sup>, it will open an office in the heart of Silicon Valley, adjacent to the legendary Stanford University. Bart van der Horst, who has been working as a consultant within Canalys EMEA for the past 18 months, has relocated to the US to take up the new position of Managing Director, Americas. Previously Bart had been active in software channels, most recently as Director for the mid-market unit of Software Spectrum in EMEA. The Americas facility will take on responsibility for all customer relationships, analysis, consulting and research throughout North, Central and Latin America.

Alan Cardy, Vice President, said, “The opening of this office represents a milestone in the ongoing globalisation of Canalys. It is the next step of a strategy, developed three years ago, to increase our coverage of the fastest growing global markets and then bring this high quality analysis into the home of the US-headquartered technology vendors. During this period we are proud to have built a flourishing APAC business to complement the established EMEA operation. The plan has been well executed and this latest move provides a platform for the next phase of our sustained growth.”

Canalys has built a triangle of operations based out of Singapore, the UK and the US. It has established best-in-class IT operations and continues to deploy leading-edge technologies to support its global structure in an efficient manner. The choice of these three locations, in time zones eight hours apart, provides the additional benefit that Canalys is able to respond to its customers 24 hours a day.

Bart van der Horst added, “I am thrilled to take Canalys onto another continent, and have been delighted by the positive welcomes I have already received from our clients here. The opportunities for Canalys are substantial in the Americas. Our priorities are to provide more personal interaction with existing clients and deepen the penetration of our numerous global research programs. We will also be working hard to deliver a fabulous Canalys Navigation Forum in California this October, having recently completed highly successful forums in both Asia and Europe.” The Canalys Navigation Forum Americas will take place at the Ritz Carlton Hotel in Half Moon Bay, California, from October 14 to October 15, 2008.

Steve Brazier, President and CEO, concluded, “2008 is a difficult year for the US economy, so global technology companies are looking to emerging markets for their growth. Our arrival in the US is perfectly timed to help them with their information needs in this fast-changing world economy. Canalys is sticking to

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Page 1 of 2

its strategic global plan and will be well placed to grow even stronger once growth returns to the US economy.”

## About Canalys

Founded in 1998, Canalys is one of the fastest growing technology market analyst firms in the world. It 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 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 press releases directly, please complete the form on the Canalys web site.

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