

## Canalys reports continued growth, exciting plans in 2012

### ➤ Entry into China and success of Channels Forum were two highlights of 2011

Shanghai, Palo Alto, Singapore and Reading - 18 April, 2012

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Market analyst firm Canalys today reported its revenues for fiscal 2011 hit €5.4 million (US \$7.6 million), representing growth of 5% on 2010 and 37% over its 2009 performance. It anticipates that 2012 will be another record year, with significant double-digit growth. It closed the first quarter of 2012 with the largest order book in its history.

‘Last year we strengthened our product portfolio, made major operational improvements and established our presence in China, as well as undertaking a complete corporate rebrand,’ commented Steve Brazier, Canalys President & CEO. ‘We continue to invest in innovation across the business. Candefero, our channel partner community, has gone from strength to strength. It allows us to gauge - in real time - how the channel reacts to economic change, industry events and vendor initiatives and then deliver unique insights to our clients. Our new App Interrogator tracks the rise and fall of different apps on the major stores week by week, enabling our analysts to make recommendations quickly, based on factual data.’

Mike Welch, Canalys Senior Vice President, added, ‘Over the past year we have invested heavily in software development to streamline the whole report creation and publishing process. Clients receive our analysis much faster than ever before and we continue to add new tools, behind-the-scenes intelligence and delivery options to ensure clients extract the maximum benefit from all our services.’

Turbulence in the wider economy and disruption of the status quo within different parts of the technology industry create ongoing challenges. Previously successful vendors can find themselves caught out by faster competitors and shortening technology cycles. Rachel Lashford, Managing Director of APAC and head of the mobile group said, ‘When companies hit difficulties, expenditure on marketing services is often high up the list of things to cut. However, more and more vendors are discovering that Canalys offers far better value, and far higher quality, than their other sources and we are seeing new client wins as a result. Our investment in China also serves us and our clients well. Not only are we able to advise the leading international firms on trends and preferences in this critically important market, we are also able to engage, in Chinese, with the new breed of technology companies that is emerging there. They are now benefiting from the same high quality support we offer in other regions.’

The Canalys Channels Forum EMEA, held in early October, is firmly established as the key event for top channel executives in the region. Attendance this year is being capped at 1,000 executives to maximize valuable networking opportunities while maintaining the intimate atmosphere that delegates really appreciate. Rita Chaher, Events and Marketing Director, said, ‘Many vendors and channel partners have signed up already. Those that have not must come on board quickly or risk missing out.’

In 2012, Canalys will also run the inaugural Channels Forum APAC. ‘With all the major distributors supporting it, we expect to achieve a similarly prestigious event in Asia at the end of October,’ Chaher added. ‘This year’s theme is “Smarter mobile enterprise” and the channel in both regions is eager to find out as much as possible about the latest industry trends in this area. We are also pleased to announce that

this year, for both events, we will be guaranteeing all the executives attending our two forums, who are the crème de la crème of the channel, five-star accommodation.'

## About Canalys

Canalys delivers smart market insights to IT, channel, and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology, and our high level of customer service.

## Receiving updates

To receive press releases directly, or for more information about our events, services or custom research and consulting capabilities, please complete the contact form on the Canalys web site.

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Americas: Suite 316, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488  
APAC: 2532 Wheelock Square, 1717 Nanjing West Road, Jing An District, Shanghai, China, 200040 | tel: +86 21 6157 5113  
APAC: 1 Pickering Street, Great Eastern Centre, #07-02, Singapore, 048659 | tel: +65 6671 9399  
EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520  
e-mail: [inquiry@canalys.com](mailto:inquiry@canalys.com) | web: [www.canalys.com](http://www.canalys.com)