

Canalys to provide technology industry research to the financial sector through Bloomberg Tradebook

➤ **Move positions Canalys as key technology industry research provider to financial traders**

Shanghai, Palo Alto, Singapore and Reading (UK) - Friday, 12 December 2014

Canalys today announced it will provide its technology industry research to the financial sector exclusively through Bloomberg Tradebook, the agency brokerage business of Bloomberg LP, the financial information and media company. Canalys will provide its highly regarded research, information services, and high-quality market data and analysis to Bloomberg Tradebook clients as a participant in the agency broker's independent research provider (IRP) program.

Founded in 1996, Bloomberg Tradebook offers its customers trading solutions for equities (including ETFs), futures, options and foreign exchange to actively manage complex trading strategies in more than 100 global exchanges.

'Bloomberg Tradebook selects independent research providers with a record of performance and informed perspectives on the markets they cover,' said Alan Cardy, Senior VP of Canalys. 'Canalys enjoys a long-held reputation for unique insights on technology markets, backed up by some of the most respected and most timely data in the industry. We are confident this new, exclusive arrangement will benefit Bloomberg Tradebook's clients, whose particular needs demand the best and latest available information and advice. And we are pleased to be working closely with an organization that shares our commitment to delivering innovative solutions to customers.'

Canalys provides global data, forecasts and analysis, covering a wide range of technology markets, such as those for IT security, unified communications, network infrastructure and data centers, as well as in mobility - across smart phones, tablets and PCs - and fast-moving emerging sectors, including wearable technology, 3D printing and the 'Internet of Things'. Its unrivalled expertise in, and relationships with, the distribution channel places it in a unique position to benchmark, analyze and comment on the changing fortunes and strategies of hardware and software vendors - large and small - around the world.

'You need to dig deep to really understand the technology landscape, how it might shift in the coming quarters and years and how well the different players are positioned,' said Rachel Lashford, Canalys VP of Analysis. 'For example, we expect 3D printing market revenue to more than quadruple over the next four years, but different verticals will progress at substantially different rates.'

'We've seen huge progress in the automotive and aerospace industries, as well as enormous advances in medicine, and we expect these areas will continue to be primary drivers as the market evolves,' said Joe Kempton, Canalys Research Analyst. 'HP's entry into this market has sparked a new wave of interest, but investor expectations continue to remain out of sync with the performance of the leading companies in this space. Investors need clarity through realistic, reliable and in-depth analysis of the 3D printing market to discover what is being over- or under-hyped.'

‘Bloomberg Tradebook selects independent third-party research providers that will give our clients an independent perspective on market conditions,’ said Ray Tierney, President and Chief Executive Officer of Bloomberg Tradebook. ‘Canalys is a great fit for us and we are excited to be working together.’

About Canalys

Canalys is an independent analyst company that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver 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.

To view any chart from Canalys press releases, and others, download the Insight @Canalys app today from the Apple App Store, the Google Play store or as an [HTML5 web app](#).

About Bloomberg Tradebook

Bloomberg Tradebook is a leading agency broker that partners with both the buy side and sell side to provide market access, access to high-quality liquidity, market insight, independent research and innovative technologies through the Bloomberg Professional service. Founded in 1996, Bloomberg Tradebook and its affiliates offer its global customer base trading solutions for equities (including ETFs), futures, options and foreign exchange (FX) so it can execute complex trading strategies across more than 100 global exchanges in over 40 countries, as well as trade in 48 currency pairs. For more information, see www.bloombergtradebook.com and www.bloombergtradebook.com/pdfs/disclaimer.pdf.

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