



# Africa Quarterly PC Tracker Expanded Country Set: Installed Base

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IDC's *Africa Quarterly PC Tracker Expanded Country Set: Installed Base* represents a core data set for all hardware and software vendors, Internet service providers, and telco vendors that need to know how many and what type of PCs are installed in the consumer and business markets across Africa. As a key extension of IDC's core quarterly PC tracker, it provides essential information for all peripheral, accessory, component, PC, and software vendors, ISPs, and telcos needing to know the market foundation for hardware, software, accessories, and services.

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## Technology Coverage and Data Segmentation

This tracker provides total market size and vendor shares for the following technology areas and segmentations. Measurement for this tracker is in shipments and factory revenue.

Technologies and subtechnologies:

- Form factor: desktop PC and portable PC

Segmentations:

- PC installed base by country, form factor, user segment, CPU, and operating system
  - User segments: home, education, government, small office, small business, medium business, large business, very large business
  - Life-cycle and renewal-cycle assessments
  - Consumer and business penetration rates
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## Geographic Scope

- Algeria, Botswana, Ethiopia, Ghana, Kenya, Morocco, Namibia, Nigeria, Tanzania, Tunisia, Uganda
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## Delivery Schedule and Deliverables

This tracker is delivered on a quarterly basis with tools such as pivot tables. The delivery schedule for this tracker is as follows:

- Historical data: week 12 after period closes
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## IDC's Tracker Methodology

IDC's tracker data is developed using a rigorous methodology that includes well-planned and well-coordinated local, regional, and worldwide data cross-checks combined with a proprietary advanced data consolidation and analysis data platform managed by IDC's Worldwide Tracker organization. Data sources used in the process of determining IDC's tracker numbers include, but are not limited to:

- In-country local vendor interviews
- Distribution data feeds
- Worldwide and regional vendor guidance
- ODM data
- In-country local channel partner discussions
- Import records
- Feedback from component suppliers
- Vendor briefings and public financial reports

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## Enabling Better Business Decisions Across the Organization

IDC trackers provide the accurate and timely market size, vendor share, and forecast information you need to identify market and product expansion opportunities, increase revenues, and win market share. IDC's tracker research is a critical input to the planning and monitoring cycles of the business process. Common uses of the tracker data include:

### Planning Process

- Regional planning — setting regional and country sales targets based on market opportunity
- Product marketing — creating a product strategy and road map based on currently available product features and expected growth
- Production planning — using customer demand data as an input in the creation of production schedules
- Product portfolio planning — accessing accurate and detailed data as an input into the product development process

### Monitoring Process

- Performance measurement — comparing vendor performance on prior fiscal periods
- Competitive analysis — reviewing competitor performance across multiple dimensions: product, features, channel, segment, geography
- Sales forecasting measurement — assessing internal sales forecast versus actual results
- Price benchmarking — comparing vendor versus market pricing data by model
- Marketing communications — using positive results for messaging in the press, at partner events, or in sales collateral

## IDC's Global Tracker Process at Work



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IDC\_P20225\_0810