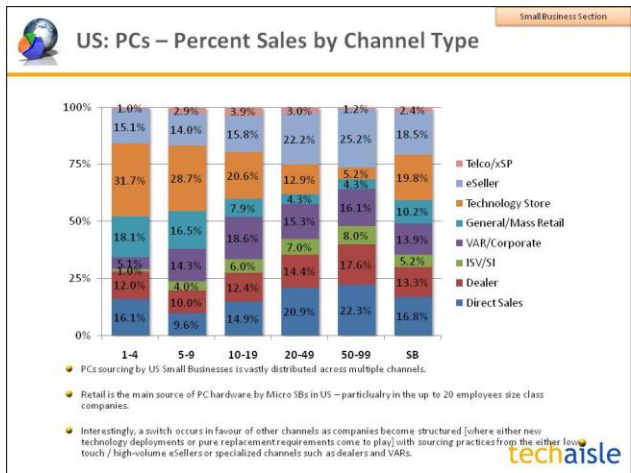




SMB Purchase Channel Tracking

(% Units, % Spend, % Entities) Effective Routes to Market to SMBs requires deep understanding of the channels from where SMBs purchase their IT products



Coverage

- Consumers/Home
- SBs (1-4, 5-9, 10-19, 20-49, 50-99)
- MBs (100-249, 250-499, 500-999)
- Products covered – PCs, Software, Servers, Switches/Routers, WiFi, Storage
- Channel Type: Resellers, Direct from Vendor, Secondhand, Assembled, Retail, Distributor, Online, Office store, General stores, System Integrators, Telcos and others
- Countries Available: Argentina, Brazil, China, France, Germany, India, Indonesia, Italy, Korea, Mexico, Russia, South Africa, Spain, Turkey, UAE, UK, US, Vietnam

Deliverable Format

- PowerPoint Report, Excel Pivot Table, delivered once or twice a year

	2010									
Unit Shipments	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+	Consumer
Manufacturer	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Local Dealers/Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Internet/Mail Order Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
General Retailer	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Office Supply Stores	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Technology Retail Stores	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Wholesale Club	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
ISVs	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
System Integrators	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Telco	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Corporate VAR	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Value Added Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	2010									
Spend	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+	Consumer
Manufacturer	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Local Dealers/Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Internet/Mail Order Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
General Retailer	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Office Supply Stores	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Technology Retail Stores	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Wholesale Club	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
ISVs	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
System Integrators	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Telco	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Corporate VAR	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Value Added Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
	2010									
% Entities	1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000+	Consumer
Manufacturer	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
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Internet/Mail Order Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
General Retailer	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Office Supply Stores	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Technology Retail Stores	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Wholesale Club	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
ISVs	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
System Integrators	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Telco	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Corporate VAR	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
Value Added Resellers	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%	xx.x%
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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