An introduction to

CONTEXT

Providing intelligence for the ICT industry
Who we are

CONTEXT is the world’s leading ICT channel sales and price tracking organisation.

What we do

We track the latest sales and pricing information in the ICT market by capturing real-time channel data, enabling us to provide the most accurate market information available through both subscription and customised channel management services.

The benefits of what we do

We enable our customers to see their business in the context of the entire market and to make business-critical decisions based on hard data.
CONTEXT was established in 1983 and has over 30 years’ experience in market tracking and business process outsourcing services to the ICT industry.

Working with distributors, retailers, etailers and global ICT vendors, we are leaders in enabling our customers and information partners to monitor their markets accurately while helping them to manage their channels effectively.

We have been appointed official data partners of various ICT trade associations around the world, and we have worked closely with them to establish reliable statistics in their markets that have become generally accepted as industry standards.

Our channel sales database is now the largest in the world and is being extended into Latin America and Asia Pacific.

CONTEXT has an experienced team of almost 200 people – with almost 100 based at our UK headquarters – and representation in USA, Russia, France, the Netherlands, Belgium, Germany, Poland, Switzerland, Spain, Italy, Turkey, Dubai, India, Japan and Brazil. In addition, we have trained and developed our own specialised offshore data processing teams around the world.
CONTEXT has spent the last 30 years developing and refining sales tracking and channel management services for our customers in the ICT sector. These include ICT vendors, their channel partners, large corporate end users and government institutions. The primary focus of our services is to provide truly accurate real-time data for our customers to ensure that they are able to track the latest developments in the ICT market and are fully informed to make critical decisions that will drive their business.

To this end we now have four discrete industry panels covering distributors, e-tailers, multiple retailers and corporate resellers to ensure that we cover the market as a whole.

Our aim is to be the benchmark in the industry by providing data driven insight into ICT vendor sales, channel sell through, sell-out and reseller metrics. We also track pricing for both vendor and end-user communities.

Our services are available as annual subscription based information feeds or as completely customised outsourced channel management and pricing projects.

“Services from CONTEXT help us to size our market and monitor our efforts precisely. CONTEXT’s knowledge, expertise and flexibility make them a key business partner for Buffalo and their tools are great for our decision-making process.”

Buffalo Technology
Vendor solutions

CONTEXT products and services provide vital information for multiple users within ICT vendor organisations

Sales operations
- See channel sales data flows clearly
- Optimise information processing
- Cut costs with outsourced channel POS data management
- Increase accuracy of internal information

Sales management
- Monitor competitor activity
- Identify new opportunities and niche segments
- Define sales plans and targets based on accurate TAM

Channel marketing
- Profile distributor and reseller groups
- Measure channel partner segment growth, opportunities and market share developments
- Track ROI of channel programmes and promotions

Product management
- Pick out top-selling products and technology shifts
- Monitor competitors’ pricing, promotions and product mix

Market intelligence
- Calculate accurate TAM size and growth potential by individual country
- Track competitive performance and market share
- Analyse routes to market

Finance
- Calculate deal profitability
- Benchmark competitive pricing
Context provides panel members with new, mission-critical information to manage their businesses on a weekly basis.

**Channel partner solutions**

**Distributors**
- Analyze market trends and vendor performance
- Benchmark your competitive position in the market
- Forecast product purchasing needs more accurately
- Improve operations control and marketing planning
- Support your dialogue with vendors

**Retailers & E-tailers**
- Monitor ASPs accurately across multiple channels
- Track the ongoing convergence between SMB and SOHO
- Understand the relative importance of B2B customers and consumers
- Get a single view of the total market
- Track who is specifying online and buying offline

**Corporate Resellers**
- Benchmark market pricing and component costs
- Track technology trends and optimise purchasing portfolio
- Use the latest independent pricing analysis in bid processes
- Drive cost savings and ensure predictable margins
- Encourage vendors to spend MDF based on actual performance

**Government**
- Calculate achieved government cost savings and compare against internal targets
- Plug trusted Context pricing indices into official statistics
- Maintain received pricing in line with vendor published prices

**Corporate End-Users**
- Create a window on large corporate pricing
- Ensure that the effect of key component cost changes are passed on to the corporate buyer on time
- Set up a control mechanism for favourable price levels to be maintained, even across complex technology transitions
- Enjoy price auditing services tailored to individual needs
- Better understand the market, track technology trends and optimise purchasing portfolios

Context provides the most detailed price auditing available to government and large corporate end-users.
CONTEXT SalesWatch is based on one of the most comprehensive channel sales tracking databases anywhere in the world. The distribution database in Europe collects daily and weekly unit sales and pricing from over 100 distributors that service in excess of 550,000 resellers and retailers – representing over 85% of all distribution channel sales wherever it is in operation.

CONTEXT also has partnerships with IT trade associations in various countries and globally to collect sales data from their members.

Data is accessed via CONTEXT’s proprietary Analyzer tool, which allows users to drill down easily and analyse sales by country, category and key market sub-segment.

CONTEXT distributor information partners use CONTEXT data for their own internal sales reporting to senior management, so they have a vested interest in sending CONTEXT accurate and timely information. This ensures a virtuous circle of data quality and accuracy that no other company can match.

“CONTEXT SalesWatch data provides us with unique insights into the market and enables us to track the latest distribution trends.”

Microsoft
CONTEXT **PriceWatch™** provides competitive pricing intelligence to ICT vendors who need to keep abreast of their competition’s product, pricing and promotional activities across Europe, the Americas and APAC regions.

CONTEXT collects actual pricing data at local country and channel levels for a wide range of product categories including PCs, printers, displays, storage, networks and service warranties.

Price levels tracked include: 1st tier (distributor buy price from vendor); 2nd tier (distributor sell price); street (reseller prices to end-users); promotions (trade and vendor); and list (recommended retail price).

What sets CONTEXT apart from other price tracking sources that use value chain estimates or models, is our unique ability to collect actual pricing data at local country and channel levels. Our unrivalled database expertise enables us to provide global and regional pricing teams with actionable intelligence on their markets.

“CONTEXT’s PriceWatch services and analytics are one of our most important data sources when it comes to competitive tracking and price comparisons of complex storage solutions.”

*Hewlett-Packard*
MarketWatch™ tracks total ICT market sales out to end-users. It is based on an extensive and growing coverage of retailers and e-tailers across Europe linked to the most comprehensive channel sales tracking database in Europe covering distributors and resellers.

CONTEXT has worked with all of the channel industry organisations for thirty years and is constantly actualising its panellists in all sectors.

CONTEXT’s proprietary methodology produces weekly and monthly sell-out reports. Data is accessed via CONTEXT’s Analyzer tool, which allows users to drill down easily and analyse sales by country, category, vendor, product and key market sub-segment.

The report is analysed into a number of different channels such as SMB, Retail, Corporate Reseller, Telco and Online, and can be supplied with or without its composite channels.

CONTEXT brings together data from across the supply chain, from shipments and distribution to POS sales-out, creating a comprehensive view of the total market that is unrivalled.
CONTEXT ChannelWatch™ is Europe’s largest ICT reseller survey providing the most detailed insight into reseller opinions and intentions on an unprecedented scale. ChannelWatch is based on regular, large-scale surveys and sales panels which monitor the reasons behind reseller behaviour both past and future.

As well as detailed demographic profiling, we ask resellers to rate their main distributors in a number of key areas as well as recording which brands they plan to start – and stop – selling in the immediate future. We also monitor their views and experiences as they adopt new technologies.

ChannelWatch covers all major European markets with local language surveys. We work closely with members of our Distribution Panel to ensure that we achieve maximum coverage in each market. Each participating distributor invites their resellers to take part in ChannelWatch with the incentive that each reseller completing the survey will receive a summary of the results.

Responses are aggregated, so all reseller information provided remains confidential.
Shipments product coverage includes: PCs (Desktops, Notebooks, Tablet PCs, Servers and Workstations); Inkjet and Laser printers, All-in-One Laser, Printer-based MFP, All-in-One Inkjet and Copier MFP; and Displays.

Vendor data is cross-checked against CONTEXT’s channel data and calculations of overall market size.

This in turn allows CONTEXT to provide estimates for the proportion of the market selling direct to the end-user.

CONTEXT carries out its shipments research by collecting ‘sell-in’ figures from the vendors every quarter. It includes coverage of international, regional and national vendors, all of which report their shipment figures according to technology.

“LG has subscribed to CONTEXT’s Shipments & Forecast data for the displays market for the last five years. The data provides us with important insights into our competitive position in the market, and helps inform decision-making at a European level.”

LG
CONTEXT PriceIT™ manages ICT pricing for large corporate end user organisations systematically and comprehensively across the full product range.

The service ensures pricing is always responsive to the latest competitive market pricing as well as to all key component cost reductions. The proprietary approach typically saves between 5-15% on IT hardware procurement. In major corporate rollouts, this can represent millions of dollars in cost-savings.

Using CONTEXT PriceIT tools as the basis for pricing reviews and negotiation, ICT buyers generate long term cost savings on their purchasing, while at the same time improving their supply chain through pricing which is market-aligned – backed-up by independent verification from the ICT pricing experts.

“CONTEXT is a very professional company where their ‘Price IT Benchmark’ information service is concerned. Fujitsu place a great deal of trust in the information that CONTEXT provides to both us, and our customers. We like to do business with partners we can rely on, so I recommend CONTEXT highly.”

Fujitsu
CONTEXT’s Channel Management Service provides a ‘best of breed’ Channel sales collection, processing and reporting service to vendors who have decided to outsource their channel reporting systems.

Key to actionable business intelligence from channel partner reporting is timeliness and data accuracy. This is achieved with CONTEXT taking end-to-end responsibility for data quality, from onboarding partners, checking and improving the purity of partner data feeds, to reporting clean, reliable information into vendor internal BI systems. Since not all vendors manage their channel partnerships the same way, we offer customisation of the process as a standard part of our service.

By using a combination of CONTEXT’s individual country presence, multi-lingual country and data specialists, reference databases updated daily, extensive channel relationships and Big Data processing capabilities, CONTEXT creates the right solutions for individual vendor and channel relationships, enabling in-house BI systems to manage partner targets, rebates and market tracking accurately, both in terms of data and expense.

“Our European Commercial Channel teams use CONTEXT SalesWatch to monitor all PC categories in Western Europe on a weekly basis. CONTEXT Channel Management Services also provide a vital service monitoring the business performance of our partners and helping us to set appropriate growth targets.”

AMD
Our customers include

ABF/Acer/Adobe/Allianz/APC/Apple/Asus/AsSystem/AXA/
Bank of America/Barclays/Boehringer Ingelheim/Boots/Boston
Consulting Group/BP/Brother/BT/Cable & Wireless/Canon/
Centrica/Cisco/Co-op/Credit Suisse/D-Link/Debenhams/Dell/
Eaton/Enterasys/Evonik/Fidelity/Firstgroup/Fujitsu/German
Statistics Office (Destatis)/Government Procurement Service
(UK)/GSK/Hays/HS/HSBC/Holcim/HP/HSBC/Huawei/IBM/Intel/
JLP/Kaspersky Lab/Kyocera/LBG/Lenovo/Lexmark/LG/Liverpool
Victoria/Lloyds/M&S/Micron/Ministry of Dutch Interior/
Morgan Stanley/MSI/NEC/Nestlé/NETGEAR/Nomura/Novartis/
Oki/Philips/Powercom/RBS/Ricoh/Roche/RWE/Samsung/
Sandisk/Seagate/Serco/Severn Trent Water/SGS/Société
Générale/Sony/Sophos/Swiss Post/Swiss Statistics Office (BFS)/
Symantec/Targus/Toshiba/TP-Link/Unilever/Visa/Volkswagen/
Western Digital/Willis/Xerox/ZyXEL

Customer feedback

“We use CONTEXT SalesWatch to analyse the
market quickly and effectively by volume and value
across our product set. The reports are critical as
we look to further understand the B2B Market in
both UK and Europe.”
Samsung

“You are always willing to help us get
the most out of their invaluable data, which
leads to true competitive advantage.”
Brother

“CONTEXT SalesWatch and PriceWatch
provide us with vital sales tracking and price
tracking information for our projectors and
displays business. The team is great to work
with and the customer service is excellent.”
NEC

“NETGEAR has subscribed to CONTEXT
PriceWatch and SalesWatch services for the
last four years to track sales and pricing in our
market sectors. Both services are invaluable
to our business, as we use the information on
a daily basis to understand our competitive
position and drive decision-making.”
NETGEAR
Customer feedback

“CONTEXT allowed us to gain visibility into our channel and have enabled us with their tools to track and monitor Kaspersky Lab’s and our competitors’ performance within Western Europe.”

Kaspersky Lab

“We have an excellent relationship with the CONTEXT team, who have been very helpful in helping ZyXEL identify and develop new opportunities in Europe.”

ZyXEL

“We find CONTEXT SalesWatch an invaluable tool for tracking the peripherals market in Europe and it’s widely used throughout the organisation. The CONTEXT team are both proactive and flexible, and have set up a number of ‘customised’ features for us, which make the data even more accessible.”

Kensington Europe

“CONTEXT has been a key information provider to Oki Europe for ten years. We use SalesWatch Total Indirect Market to track all channel sales and SalesWatch Distribution for an in-depth analysis of the distribution market across Europe. They provide an excellent service.”

Oki Europe

“I have been so impressed with the pre-sales support and general responsiveness during our trial period that I can vouch wholeheartedly for CONTEXT’s professionalism and proactiity.”

Sophos

“CONTEXT has been a key information provider for Oki Europe for several years. Their PriceWatch services enable us to track pricing across the imaging market including printers, consumables and promotions, and inform our decisions across all our core markets in Europe.”

OKI Europe

“We have an excellent relationship with the CONTEXT team, who have been very helpful in helping ZyXEL identify and develop new opportunities in Europe.”

ZyXEL

“CONTEXT has been a key information provider to Ricoh Europe for ten years. We use SalesWatch Total Indirect Market to track all channel sales and SalesWatch Distribution for an in-depth analysis of the distribution market across Europe. They provide an excellent service.”

Ricoh Europe

“CONTEXT have been a key information provider for Oki Europe for several years. Their PriceWatch services enable us to track pricing across the imaging market including printers, consumables and promotions, and inform our decisions across all our core markets in Europe.”

OKI Europe

“CONTEXT SalesWatch Distribution is our primary source of reliable and accurate channel sales and pricing information at D-LINK in Europe. We use it daily to identify our performance across our product segments and the tool they provide is the best for this type of information.”

D-Link

“Enterasys has been using CONTEXT PriceWatch Services to provide us with market pricing data and insight for the best part of ten years. CONTEXT is a key research partner with committed and responsive customer service, always ready to go the extra mile to answer special requests.”

Enterasys
Channel partner feedback

“CONTEXT Analyzer is a very useful tool for analysing the IT market and the distribution channel. We use it to track our market share and it gives us a better understanding of the market and enables us to react quickly to changing trends.”

AB S.A. Poland

“Data’ is only information when it is both accurate and timely. The information we get from CONTEXT is very valuable because we can see how the distribution market performs on a weekly basis with information that is only one week old.”

ALSO Actebis

“A sale to distribution is no sale at all. CONTEXT’s panel of distributors in the UK and Europe gives any user the most accurate trend analysis of sales out through distribution. These sales show how the SMB sector is performing in tremendous detail and with enormous accuracy. CONTEXT can give early warnings of both success and failure to all who use this information. There is no more accurate analysis of channel sales in EMEA.”

Westcoast

“CONTEXT enable us to analyse market trends and vendor performance, and to benchmark ourselves versus our competitors. The very rich set of tools and reports give us very fast and convenient access to the information with several levels – from the global picture to the most detailed views – all of which helps us to take the right decisions within our tough and fast moving market.”

Techdata

“CONTEXT is the most powerful tool we’ve seen about distribution market data. Either about pricing or market share, we get instant access to elaborate requests. The granularity of the data allows us to analyze complex categories as well as global trends. We strongly recommend CONTEXT tools for anyone who wants to develop intelligence about the IT channel.”

Ingram Micro

“CON TEXT Analyzer is a very useful tool for analysing the IT market and the distribution channel. We use it to track our market share and it gives us a better understanding of the market and enables us to react quickly to changing trends.”

Micro-P

“The information provided by CONTEXT helps us to have a better understanding of the market trends. This information supplies MCR with an accurate purchasing forecast for product lines such as monitors and laptops.”

MCR (Spain)

“CONTEXT reports are a useful tool for understanding the latest trends in the market and our industry on a day-to-day basis, and their analysis is both accurate and flexible. Further positive elements of CONTEXT services are their always on time support and the current authority that CONTEXT research has gained in the industry.”

SIDIN (Italy)
Head office

CONTEXT
Dial House
2 Burston Road
London SW15 6AR
+44 (0)20 8394 7700
info@contextworld.com

Retail in CONTEXT
Adam Simon
asimon@contextworld.com

International

Brazil
Lucas Porto Marques
lucaspporto@contextworld.com

Japan
Shuji Hirooka
shirooka@contextworld.com

Middle East
Gaith Kadir
gkadir@contextworld.com

North America
Jon Rockeman
jrrockeman@contextworld.com

Regions

Europe

France/Belgium
Stéphanie Algré
salgre@contextworld.com

Germany/Austria/Switzerland
Amanuel Dag
adag@contextworld.com

Italy
Isabel Aranda
iaranda@contextworld.com

Netherlands
Danielle Dufaux
ddufaux@contextworld.com

Poland
Marek Mastela
mmastela@contextworld.com

Russia
Victor Ivanov
vivanov@contextworld.com

Spain/Portugal
Elena Montañes Castillo
emontanes@contextworld.com

Turkey
Erol Kusayri
ekusayri@contextworld.com

UK/Nordics/Pan-European
Matte Tripp
mtripp@contextworld.com

Emerald

Brazil
Lucas Porto Marques
lucaspporto@contextworld.com

Japan
Shuji Hirooka
shirooka@contextworld.com

Middle East
Gaith Kadir
gkadir@contextworld.com

North America
Jon Rockeman
jrrockeman@contextworld.com

Regions

Europe

France/Belgium
Stéphanie Algré
salgre@contextworld.com

Germany/Austria/Switzerland
Amanuel Dag
adag@contextworld.com

Italy
Isabel Aranda
iaranda@contextworld.com

Netherlands
Danielle Dufaux
ddufaux@contextworld.com

Poland
Marek Mastela
mmastela@contextworld.com

Russia
Victor Ivanov
vivanov@contextworld.com

Spain/Portugal
Elena Montañes Castillo
emontanes@contextworld.com

Turkey
Erol Kusayri
ekusayri@contextworld.com

UK/Nordics/Pan-European
Matte Tripp
mtripp@contextworld.com