

External Hard Disk Drive Quarterly Tracker Service

Since Q3 2009, Futuresource Consulting has been tracking the external HDD market, by quarter, in many countries across the EMEA region.

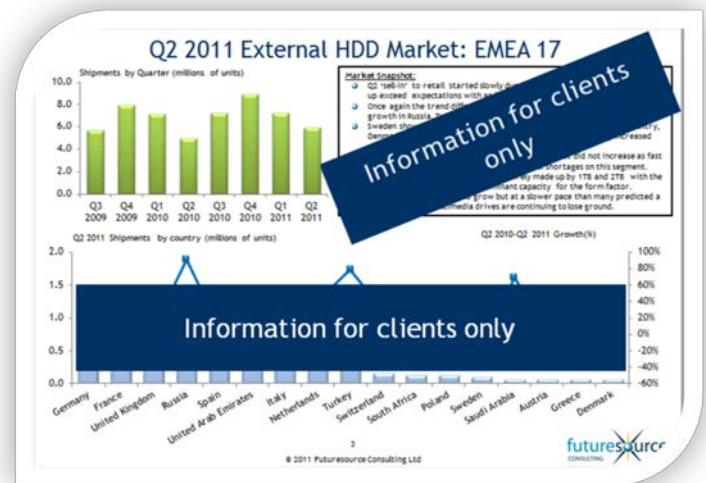
Comprising of solid and easily accessible up-to-the-minute data, market forecasts and regular strategic bulletins, supported by access to the research and consultancy team for additional information, this service is tailored towards the needs of companies operating within any aspect of the HDD arena.

Futuresource tracks sales through to retailers and resellers, via distributors or directly from vendors, which gives 100% market coverage in each of the countries tracked, regardless of the channel that the external HDD drive has been sold through.

The sales through to retailers is collected after vendor and analysed by external HDD form factor.

External HDD markets are tracked for the following 17 EMEA countries:

- Germany, France, UK, Italy, Spain, Netherlands, Austria, Switzerland, Sweden, Denmark, Greece
- Russia, Poland, Turkey
- United Arab Emirates, Saudi Arabia, South Africa



The Data

Data is collected in two ways:

- Actual sell-through data supplied by external HDD vendors. Current coverage of actual sales data reported since Q3 2009 is almost 70% of the total EMEA market, which means Futuresource has the support of virtually all key vendors in the industry.
- For the remaining shipments from vendors not supporting the tracker, Futuresource makes an estimate based on data collected through an interview programme with key distributors, resellers and retailers in each of the countries tracked. Every quarter Futuresource conducts up to 100 in-depth interviews to collect data relating to shipment estimates.

The Detail

Form factors covered by the service:

- Portable Drive (2.5")
- Portable Drive (1.8")
- Desktop Drive (3.5")
- NAS Drive (3.5" and 2.5")
- MultiMedia Drive (3.5" and 2.5")

Futuresource has its own proprietary software and database management systems which deliver data to clients.

For the External HDD tracker, the user has access to the Futuresource Software Analyzer which runs the Database management system.

This is a multi-level database which gives the users very fast and easy access to the data. It contains a number of filters like brand, country, form factor, capacity and various other specification filters. These filters can be used in any form and combination. For example, a breakdown for brand shares by country, form factor or capacity can be shown in a matter of seconds. Futuresource provides full training for each of the users a client would like to have connected. Each quarter Futuresource also supplies the clients with a market report of the key findings.

About Futuresource Consulting

Futuresource Consulting is a specialist research and knowledge-based consulting company, providing organisations with insight into consumer electronics, digital imaging, entertainment media, broadcast, storage media, education technology and IT. With a heritage stretching back to the 1980s, the company delivers in-depth analysis and forecasts, advising on strategic positioning, market trends, competitive forces and technological developments.

Price Tracking Systems

Futuresource also has its own Internet price tracking spider software that is used to collect large volumes of data on a weekly and daily basis for a range of products. For external HDD, Futuresource collects up to 40,000 prices points each week.

By applying the same methodology as used in volume sales, Futuresource can match the models with the average quarterly Internet price by country and provide a retail value by brand based on each vendor's sales.

Futuresource also offers a weekly external HDD Price Tracker service, which can be purchased as a separate service to the quarterly external HDD market tracker. This weekly service provides clients with the opportunity to follow the weekly price development for a very wide range of brands and models across hundreds of websites in the 17 countries.

Client Cost

Futuresource data packages can be tailored to each client's needs and budget, with recipients able to select from a variety of filters. For a one year subscription comprising four quarters of deliverables, for the 17 countries tracked, the fees are as follows:

Vendor Sales/Brand Shares: Volume	£10,000
Vendor Sales/Brand shares: Internet Retail Value	£7,500
Form Factor:	£5,000
Capacity:	£5,000
Connectivity USB2/USB3:	£5,000
Connectivity Firewire, Esata, EthernetLan:	£5,000
Speed:	£2,500
Weight:	£2,500

Find out more about our services



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