



# Japan Mobile and Client Computing

AN IDC CONTINUOUS INTELLIGENCE SERVICE

IDC's *Japan Mobile and Client Computing* service provides a comprehensive macro-to-micro coverage of the Japan mobile and client computing market, which includes smartphone, media tablet, portable PC, and desktop PC. This service delivers the most recent, in-depth, and timely information on various subjects, ranging from the market impact of new form factors and technologies to price competition and customer needs, which are all critical to the decision makers in the Japan mobile and client computing market. IDC's expert analysts offer objective views and effective guidance on key hardware vendors, product trends, technologies, and user purchase driver that help to make fact-based strategic business decisions.

## Markets and Subjects Analyzed

- Japan mobile and client market trends
- Japan mobile and client commercial market trends
- Japan mobile and client home market trends
- Japan mobile and client user demands

## Core Research

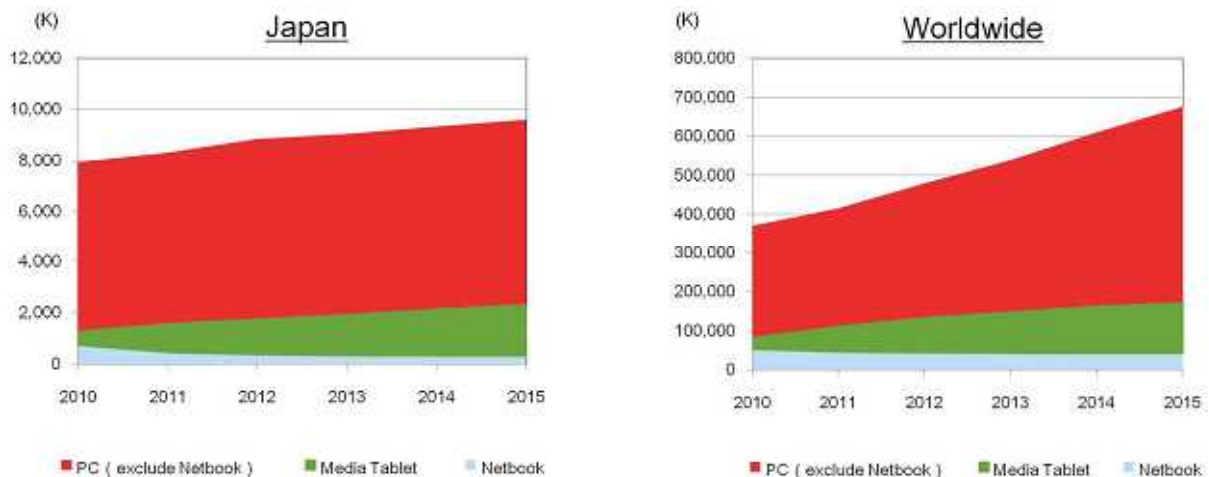
- Japan Mobile and Client Forecast and Analysis
- Japan Mobile and Client Product Strategy Analysis
- Japan Mobile and Client Sales Channel Analysis
- Japan Mobile and Client Business Users Survey
- Japan Mobile and Client Home Users Survey

In addition to the insight provided in this service, IDC may conduct research on specific topics or emerging market segments via research offerings that require additional IDC funding and client investment. To learn more about the analysts and published research, please visit: [Japan Mobile and Client Computing](#).

## Key Questions Answered

1. How is the overall Japan mobile and client market changing, and what are the key factors driving these changes?
2. What are the key environmental and endemic factors affecting the form factors trends within the PC market in Japan?
3. How will the demands on channel partners in the Japan mobile and client market change in the near future?
4. Will new contents, technologies, and devices change customer demands, requirements, and preferences for personal computing in Japan?
5. How do new technologies and product take the effects for user need and trends?

### PC and Media Tablet Consumer Market Forecast by Shipment, 2010–2015



Source: IDC

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## Competitive Analysis

This service reviews strategies, market positioning, and future direction of several providers in the Japan mobile and client computing market, including:

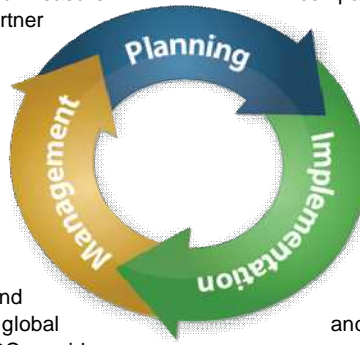
Acer, Apple, ASUSTek, Dell, Epson, Fujitsu, HP, Lenovo, NEC, ONKYO, Panasonic, Sony, and Toshiba, KDDI au, NTT docomo, and others.

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## Related Offerings

IDC provides you with the necessary intelligence to optimize, guide and support all aspects of the business planning life cycle from strategy and budget planning, through implementation, to ongoing measurement and assessment of results.

**Consulting:** Target growth opportunities, develop strategies for a flexible service model, enabling us to meet the needs of emerging markets and technologies, assess and measure companies large and small. Deliverables range from a custom market segments, drive global partner strategies, and create awareness for your products and services. Custom engagements leverage the unique strengths of IDC global and local market analysts. Tailored offerings such as ExpertROI® use IDC-branded content and tools to help you accelerate the sales cycle and powerfully communicate to your prospects.



single call-to-action incentive to a series of IDC and/or cobranded programs designed to strengthen multitouch, global media campaigns.

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**Go-to-Market Services:** Engage prospects through high-value IDC-branded assets and intelligently architected campaigns. This global marketing and editorial expertise center within IDC provides

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