

Canalys announces record results for 2012

➤ Globalization and innovation deliver excellent performance

Shanghai, Palo Alto, Singapore and Reading - Tuesday, April 2, 2013

Canalys announced record results today for its fiscal year ending December 2012. It recorded revenue of €6.9 million (US\$9.1 million), representing growth of 25.9% over the previous year.

The market for technology analyst companies has been turbulent in the four years since the global economic crisis began. The technology industry has been turned on its head by the rise of mobility, and the emergence of the Apple and Google ecosystems. This shift in the balance of power, combined with generally lower IT expenditure everywhere, has driven vital innovation within the analyst company business model. Canalys is pleased that its initiatives have been well rewarded and it has now recorded 20.1% compound annual growth since 2009. It was particularly pleased with the predictability of its business during 2012, with revenue results running between 1% and 5% ahead of each quarterly target.

‘We have recognized that content alone is no longer a sustainable differentiator for an analyst company. The timeliness of the information matters, as does how effectively it is presented. Value is created by connecting communities together, and then by keeping them engaged. Social content grows hourly and daily, so market feedback has to be near instantaneous too. Research must be mobile-aware and sources must be both local and global,’ said Steve Brazier, Canalys President and CEO.

Canalys continued to deliver on its technology investment throughout the year. Clients have already been enjoying its first two mobile apps, with one of those running seamlessly in both Chinese and English. It has delivered on its first analytics project, the App Interrogator, with a versatile and user-friendly interface that provides daily analysis of a far wider range of countries and app stores than is available from the traditional players in this market. Candefero, the online community for channel partners, has achieved remarkable benefits from its move to the mobile web.

The expansion into China and the China specific services paid great dividends, as most of its 2012 growth was achieved in Asia. Nicole Peng, Research Director, China said, ‘We recorded a massive shift in the mobility business so that three of the top five global smart phone vendors are now Chinese. A sign of our connectivity with the market in China is that more than 200 Chinese channel partners flew into Singapore to join our inaugural Channels Forum in APAC.’ Emerging markets will continue to be at the forefront of Canalys’ continued expansion, with pilot initiatives being taken in both Africa and Latin America during 2013.

Canalys expects to build on this performance with further mid-single-digit percentage growth during 2013, as it consolidates on its recent expansion.

About Canalys

Canalys is an independent analyst firm that strives to guide clients on the future of the technology industry and to think beyond the business models of the past. We deliver smart market insights to IT,

channel and service provider professionals around the world. Our customer-driven analysis and consulting services empower businesses to make informed decisions and generate sales. We stake our reputation on the quality of our data, our innovative use of technology, and our high level of customer service.

Receiving updates

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Americas: Suite 316, 855 El Camino Real, Palo Alto, CA 94301, US | tel: +1 650 681 4488
APAC: 2532 Wheelock Square, 1717 Nanjing West Road, Jing An District, Shanghai, China, 200040 | tel: +86 21 6157 5113
APAC: 1 Robinson Road, AIA Tower, #14-02, Singapore 048542 | tel: +65 6671 9399
EMEA: Diddenham Court, Lambwood Hill, Grazeley, Reading RG7 1JQ, UK | tel: +44 118 984 0520
e-mail: inquiry@canalys.com | web: www.canalys.com