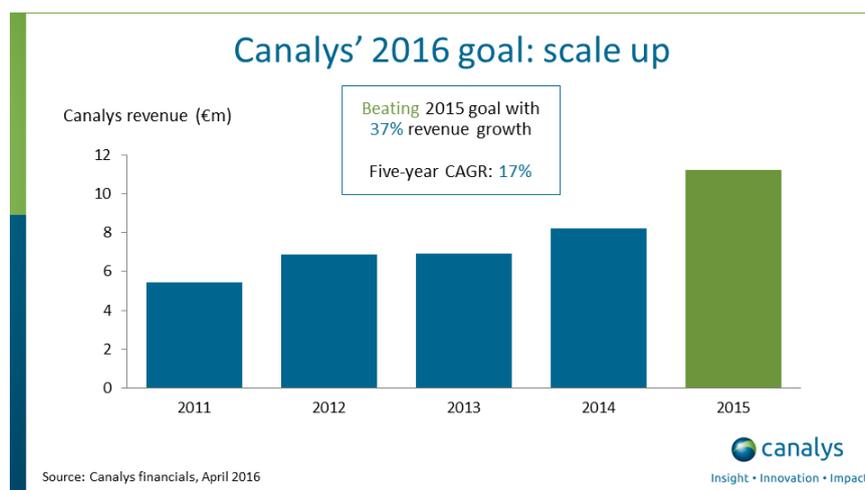


## Canalys increases influence and reports best ever performance

### ➤ High growth across all lines of business in 2015

Palo Alto, Shanghai, Singapore and Reading (UK)

Canalys today reported annual revenue of €11.2 million (US\$12.2 million) for the year ending 31 December 2015. This far exceeded expectations, with growth of 37% on 2014, thanks to its continuous services, custom research and events businesses all over-performing. It easily beat its previous best performance (see Canalys press release, [‘Canalys announces record results’](#), published 28 April 2015). It also delivered record profit while continuing to invest for growth, adding 19 new members of staff during the year.



Steve Brazier, Canalys President and CEO, said, ‘Business performance is the best way to measure the increasing influence of an analyst firm, and we are delighted with the growing recognition we are receiving from the industry. A renewal rate above 90% for our continuous services business last year is testament to the innovative work of our analysts and the customer attention provided by our account management teams. More and more clients are coming to us with their business challenges, and we continue to invest to ensure we can deliver the high-quality and timely service they have come to expect.’

Alan Cardy, Senior Vice President, added, ‘As our brand grows in strength worldwide we are having an increasing impact on the market. We have been well known in APAC and EMEA for many years and are delighted with our growing recognition in Latin America. Our profile in the US has improved, but we know we have more work to do, and will be adding people and office space there in the coming months.’

‘Some technology markets, such as smart phones, are maturing, but slowing growth rates do not mean a reduced need for information,’ said VP Analysis, Rachel Lashford. ‘On the contrary, new vendors and products are emerging faster than ever before, and expert knowledge and advice are essential requirements to maintain, or to challenge, market leadership. Continual innovation is changing the

industry landscape, and our clients are demanding independent insight across a wide range of topics, including robotics, autonomous vehicles, augmented reality, the cloud and data centers. Security is always high on the agenda too, and Canalys is the established leading data provider in that category.'

Alex Smith, Director of Channels, said, 'The technology channel sits at the heart of Canalys, and our success is linked to the prosperity of that community. We are pleased that the global channel continues to thrive, despite disruptions to the economy and within the industry itself. Channel partners help businesses everywhere understand and implement technology and the increasing complexity of this challenge underpins their growth.'

Pursuit of its goal to become the leading digital technology research firm is creating unique competitive advantages for Canalys. It is confident that, as it continues to expand its coverage in 2016, it will deliver yet another year of strong double-digit percentage growth.

## About Canalys

Canalys is an independent analyst company 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.

To view the chart(s) from this press release, and others from Canalys, download the new Insight @Canalys app today from the Apple App Store, the Google Play store or as an [HTML 5 web app](#).

## Receiving updates

To receive press releases directly, or for more information about our events, services or custom research and consulting capabilities, please complete the [contact form](#) on our web site.

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