



PMR Industry Report

IT distribution market in Poland 2017

Market analysis and development forecasts for 2017-2022

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PMR Report

- **Unique 5-year forecasts** prepared by the PMR team using a **proven and coherent methodology**
- **Expert commentary** allowing for a better **understanding of the current and future situation** and **opportunities and threats**
- Description of the main **trends and legal changes** affecting the market.

What is the content of the report?

- Analysis of the hardware **distribution networks** in Poland
- List of the **20 largest IT distributors** in Poland
- Profiles of the **10 largest IT distributors** in Poland
- **Shares of key players** in Poland
- **Trends** shaping the situation in the IT distribution industry
- **VAD/VAR** segment analysis
- **Value and structure** of the market from 2006 to 2016
- **Development forecasts** for the period from 2017 to 2022
- **Hardware segment analysis**, including laptops, desktops, tablets, monitors, projectors, servers, printers and multifunction devices (including 3D printing), accessories and consumables. **Sales of the hardware** products in Poland, in terms of value and volume
- Hardware saturation in Polish companies with the breakdown for SMEs and large companies
- **Production of hardware** in Poland.

5 Reasons to choose PMR

- 1 Design **development strategy** and **marketing / sales plans** based on verified market data
- 2 Plan **expenses and budgets** on the basis of forecasts and expert's evaluation and commentaries for IT distribution in the years 2017-2022
- 3 Create **portfolio of IT products** and adjust them to the market situation with knowledge about market potential and future competition activity
- 4 Prepare **reports for the board** or shareholders based on ready-made analyses, expert explanations, and industry indicators
- 5 Evaluate the situation and forecasts for Polish IT distribution market and its key segments in the context of the planned entry into the market with products and the search of a partner



Who benefits from the PMR report?

- Managers and specialists of marketing, sales, strategy and business development
- Employees from IT companies, suppliers and distributors of IT equipment, companies involved in IT training and outsourcing
- Foreign manufacturers of IT equipment, including manufacturers looking for partners on the Polish market
- Potential investors in the Polish IT distribution market
- Financial, government and industry organisations promoting the Polish IT sector
- IT sector analysts, researchers and consultants.

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