

FOR IMMEDIATE RELEASE

Company Contact

Jack Gold
508-393-5294
Jack.gold@jgoldassociates.com

Press and Analyst Relations

Cathy Caplener
Be Cause PR
(310) 428-7476
cathy@becausepr.com



J. Gold Associates, LLC
6 Valentine Road
Northborough, MA 01532
www.jgoldassociates.com

Survey Reveals the Primary Choice of Notebook Suppliers in North America and Western Europe by Enterprise and SMB Companies.

- *Dell maintains a significant lead over number two HP in North America (52% vs. 24%) but only a slim lead in Western Europe (32% vs. 29%) among those companies indicating a primary supplier of Notebooks.*
- *When companies were asked about their primary choice in three years, both Dell and HP lose share to competitors, although Dell and HP maintain their number one and two positions respectively.*

Northborough, MA, May 11, 2009: Analysis of data and a **Key Finding** (see below) from a new research report is being released by J. Gold Associates. The study, *Primary Notebook Supplier Choices in Large and Small Businesses*, analyzes the primary and secondary vendors selected by companies of all sizes, from large enterprise to SMB, gathered by surveying 340 companies in Q4 2008 in both North America and Western Europe. The research indicates that there is a significant amount of variation in vendor selection by company size, as well as for companies in North America vs. Western Europe. Further, the research indicates that there will be a significant change in primary vendor selection in the future, with companies indicating that their primary vendor choice will change in 3 years. The research segmented companies into categories based on the number of employees (<500, 501-9,999, and >10K) and analyzed the choices accordingly. Further, companies were categorized by revenues (<\$500M, \$501M-\$1B, and >\$1B). Significant differences exist between the primary vendor chosen based on the company size (SMB vs. large enterprise) and the geography (North America vs. Western Europe). Data on secondary vendor choices were also evaluated.

For Immediate Release

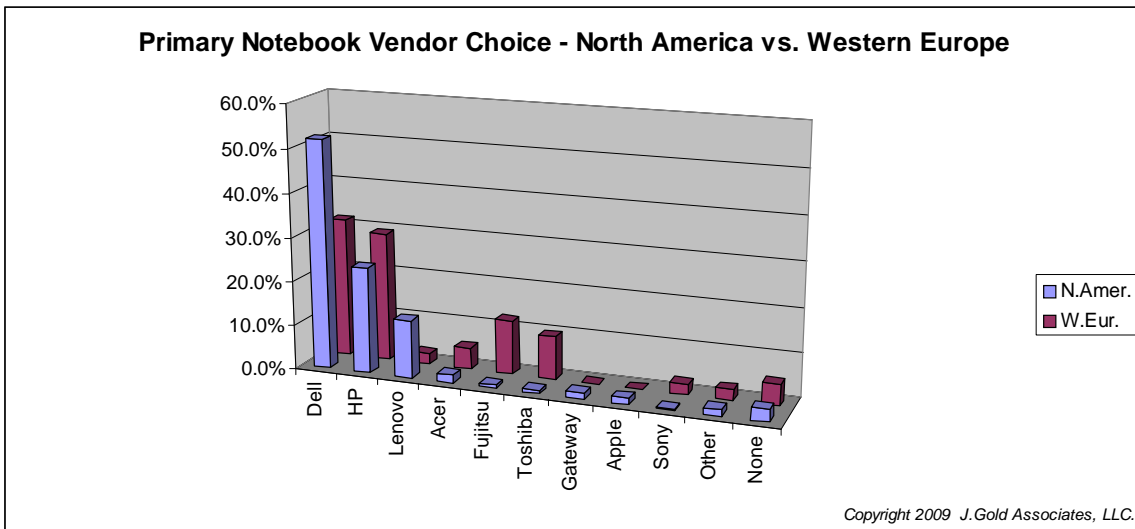
Key Finding: **Dell is the primary vendor of choice for companies in both North America and Western Europe, with 50% of companies of all sizes specifying Dell as their primary vendor of notebooks. HP is in second place with an overall selection by 25%. By geography, Dell maintains a 52% to 24% lead over HP in North America, and a lead of 32% to 29% over HP in Western Europe (See Figure 1)**

Says Jack Gold, President and Principal Analyst of J.Gold Associates, LLC. about this key finding, "Our intent was to identify the primary and secondary notebook vendors of choice for both large and small businesses in North America and Western Europe. Further, we wanted to assess if there would be a different choice made by companies looking out 3 years. We found that the markets in North America and Western Europe made different choices in primary vendors, and had different plans going out 3 years."

Some additional key findings include:

- Toshiba and Fujitsu had a significantly higher share of companies in Western Europe than in North America picking them as a primary supplier
- Apple had a very small share currently and with little growth in the next 3 years
- Lenovo was in third place in North America, but was in sixth place in Western Europe.

Figure 1: Current Primary Notebook Vendor Choice Averaged Across Companies of All Sizes



The complete report is available for purchase from J.Gold Associates, LLC.

Further information can be obtained by contacting Jack Gold, Founder and Principal Analyst, J.Gold Associates, LLC, at 508-393-5294, or by email at jack.gold@jgoldassociates.com

For Media/PR, please contact Cathy Caplener, Be Cause PR, (310) 428-7476 cathy@becausepr.com

Jack E. Gold is founder and principal analyst at J.Gold Associates, LLC and a former vice president at META Group, with over 35 years in the computer and electronics industries.

About J.Gold Associates, LLC:

J.Gold Associates is a **Technology Analyst Firm** providing its clients with insightful, meaningful and actionable analysis of trends in the computer and technology industries and the resultant implementation challenges that affect corporate operations. We maintain a broad based knowledge of the technology landscape and its implications for organizational strategies, and bring that expertise to bear in our work. We cover the needs of business users in enterprise and SMB markets, plus focus on emerging consumer technologies that will quickly be re-purposed to business use.

J.Gold Associates provides strategic consulting, advisory services, syndicated research and in-context analysis to help its clients make important technology choices and to enable improved product deployment decisions. We work with our clients to produce successful new product strategies and deployments through strategy workshops and reviews, business and strategic plan coaching and reviews, assistance in product selection and vendor evaluations, needs analysis, competitive analysis, and ongoing expertise transfer. We can provide companies with a trusted and expert resource to maximize investment and minimize risk.