

The GfK logo consists of the letters 'GfK' in a white, sans-serif font, positioned inside a solid orange square. The background of the entire page is a close-up, macro photograph of a complex mechanical watch movement, showing various gears, screws, and metal plates in shades of blue and silver.

GfK

GfK Retail and Technology Australia and New Zealand

Keeping pace with
technology?

Services for the

IT and Office Equipment market

Today, IT and Office Equipment isn't just something that relates to our work. It is the platform that enables us to transact, interact, entertain, learn and inform. Never before has society been so well connected. For this reason, the IT and Office Equipment market is vitally important and continues to grow apace.

The days of a dedicated home office with a central desktop PC have been replaced by the need for portability and accessibility. Where a household once had a single computer for the family, today, multiple computer, networked households are the norm.

The rate of technological development in this market is astounding, with seemingly endless improvements and upgrades being par-for-the-course. So-much-so, that the features and technology contained within today's most basic models were unimaginable a few years ago.

With the "next big thing" just around the corner, keeping track of product trends in this fast-paced and ever-changing market has never been so important.

If you want to know whether you're keeping pace with technology, [contact our IT and Office Equipment client service team today.](#)