

# 2011 ANALYST List and Coverage Areas

Analyst	Focus areas
<b>Business Unit Director for Telecoms and Technology</b>	
 <p><b>Brett Azuma</b> Business Unit Director Location: San José</p>	
<b>Technology – Research and Analysis Director</b>	
 <p><b>Ian Charlesworth</b> R&amp;A Director Location: London</p>	Integration, Business Intelligence, Business Process Management.
<b>Technology – Chief IT Analysts</b>	
 <p><b>Carter Lusher</b> Research Fellow &amp; Chief Analyst Location: San Francisco Twitter: carterlusher</p>	Enterprise Applications Ecosystem, Mega-vendor Strategic Spotlight, Vendor R&D Strategy, and Vendor M&A Strategy.
 <p><b>Tim Jennings</b> Research Fellow &amp; Chief Analyst Location: UK Twitter: tjennings</p>	IT Policy and Strategy, IT Governance, and Enterprise IT Management.
<b>Technology – Software – Enterprise Solutions</b>	
 <p><b>Maxine Holt</b> Manager, Ovum Software, and Practice Leader, Enterprise Solutions Location: UK</p>	Leads Ovum's Enterprise Solutions research stream and is manager for Software, Commerce Applications, and Customer Relationship Management.
 <p><b>Michael Thompson</b> Principal Analyst, Enterprise Solutions Location: UK</p>	Business Process Management, and Databases.

Analyst	Focus areas
<b>Technology – Software – Enterprise Solutions (continued)</b>	
 <p><b>Somak Roy</b> Senior Analyst Location: Hyderabad</p>	Business Process Management, Customer Relationship Management, and Enterprise Resource Management.
 <p><b>Tony Baer</b> Senior Analyst, Enterprise Solutions Location: New York</p>	Data Management, Application Integration, Data Integration, and Middleware.
<b>Technology – Software – Information Management</b>	
 <p><b>Madan Sheina</b> Lead Analyst, Information Management Location: San Francisco</p>	Leads Ovum's Information Management research stream. Specializes in Business Intelligence, Analytics, Data Warehousing, Data Integration and Knowledge Management Technologies.
 <p><b>Mike Davis</b> Senior Analyst, Information Management Location: London Twitter: mikemasseydavis</p>	Enterprise Search, Enterprise Content Management, Collaboration, Business Intelligence, Compliance Software and Processes, and IT Governance eDiscovery
 <p><b>Richard Edwards</b> Principal Analyst, Information Management Location: UK Twitter: REdwards</p>	Collaboration and Knowledge Management, Desktop Strategies, Client Strategies, and Information Management.
 <p><b>Surya Mukherjee</b> Senior Analyst, Information Management Location: Hyderabad Twitter: SuryaatOvum</p>	Business Intelligence, Advanced Analytics, Enterprise Search and Retrieval, Performance Management, Enterprise Content Management.
 <p><b>Susan Clarke</b> Senior Analyst, Information Management Location: UK</p>	Enterprise Content Management, Search, and Collaboration.

Analyst	Focus areas
<b>Technology – Software – IT Solutions</b>	
 <b>Mark Blowers</b> Practice Leader, IT Solutions Location: UK	Leads Ovum's IT Solutions research stream. Also covers IT Service Management, Enterprise Communications, Mobile Platforms, Enterprise Architecture, and IT Strategy.
 <b>Alan Rodger</b> Senior Analyst, IT Solutions Location: UK Twitter: AlanRodger_UK	IT Service Management, Financing, Licensing, and Pricing, Industry and Technology Standards, IT Budgets and Financial Management, IT Governance, Risk, and Compliance, and IT Sourcing.
 <b>Andrew Kellett</b> Senior Analyst, IT Solutions Location: UK	Application Security, Business Protection, Communication Security, Content and Web Filtering, End-point Security, Identity and Access Management, Information Protection, Network Security, Security Audit and Testing, and Security Management.
 <b>Chandranshu Singh</b> Senior Analyst, IT Solutions Location: Hyderabad Twitter: ChanduSingh	Application Development, Application Testing, Architecture Modeling, Change and Configuration Management, Development Methodologies, Project and Portfolio Management, Requirements Management, and Application Performance Management
 <b>Graham Titterington</b> Principal Analyst, IT Solutions Location: London	Application Security, Business Protection, Communication Security, Content and Web Filtering, End-point Security, Identity and Access Management, Information Protection, Network Security, Security Audit and Testing, and Security Management
 <b>Laurent Lachal</b> Senior Analyst, IT Solutions Location: London	Cloud Computing.
 <b>Michael Azoff</b> Principal Analyst, IT Solutions Location: UK	Application Development, Application Testing, Architecture Modeling, Change and Configuration Management, Development Methodologies, Project and Portfolio Management, Requirements Management, and Application Performance Management.
 <b>Rob Hailstone</b> Principal Analyst, IT Solutions Location: UK	Application Integration, Data Integration, Legacy Renewal, Middleware, and Service Oriented Architecture.
 <b>Roy Illsley</b> Principal Analyst, IT Solutions Location: UK	IT Service Management, Desktop Management, Systems Management, Network Management, IT Strategy, Cloud Computing, and Virtualization.
 <b>Tim Stammers</b> Senior Analyst, IT Solutions Location: New York	Storage, Virtualization, and Cloud Computing.

Analyst	Focus areas
<b>Technology – IT Services</b>	
 <b>Eamonn Kennedy</b> Practice Leader, IT Services Location: Ireland	Leads Ovum's Services research stream. Also covers Vendor Strategies and User Priorities, Infrastructure Services, Application Services, Innovation in IT service, Infrastructure- and Application-led Outsourcing, Business Process Outsourcing, and Service Science and Customer Satisfaction with Outsourcing.
 <b>Alexander Simkin</b> Lead Analyst, IT Services Location: London	Application-led Outsourcing, Project Services, Testing, Systems Integration, Predictive Analytics-led Services, Consulting, Process Improvement, Market Intelligence, Competitive Landscaping, and Market Sizing and Forecasting.
 <b>Ed Thomas</b> Senior Analyst, IT Services Location: London	tsourcing, Knowledge Process Outsourcing, Procurement Outsourcing, IT Services - Middle-East and Africa, and IT Services Contracts Analytics.
 <b>Ian Brown</b> Senior Analyst, IT Services Location: London	IT Infrastructure Services, Infrastructure Outsourcing, Cloud Computing, Datacenter Services, Managed Hosting, Technology Support Services, Green IT, and Server and Hardware Infrastructure Technologies.
 <b>Jens Butler</b> Principal Analyst, IT Services Location: Sydney Twitter: jensbutler	SAP Management Services, Vendor Ecosystems, Infrastructure and Applications Services, Competitive Landscaping, Regional IT Services, Delivery trends and Capabilities, and Productivity Suite Services.
 <b>John Madden</b> Senior Analyst, IT Services Location: Boston	Enterprise IT services, IT Consulting/Professional Services, Outsourcing, ICT/IT Services Convergence Issues (Telecoms Offering Non-network IT Services and Outsourcing), Cloud Computing Services, IT Services Partnering Strategies, Offshore Strategies, and US/North America Services Trends.
 <b>Peter Ryan</b> Lead Analyst, IT Services Location: New York Twitter: Peter_W_Ryan	Contact center, Services Management, Outsourced Contact Center Management, Onshore Contact Centers, Offshoring, Business Process Outsourcing Management, Service Markets – Latin America, and Healthcare Reform Service Opportunities – US.

Analyst	Focus areas
<b>Technology – Market Intelligence</b>	
 <b>Tim Gower</b> Research Director, Market Intelligence Location: London	Leads Ovum's Market Intelligence research stream. Also covers Primary Research, Market Forecast Models, Product and Competitor Evaluations, and Premium Tools.
 <b>Ayush Gupta</b> Analyst Location: Hyderabad	Technology Trends data analysis, Market Trends data collection, Market Forecast models.
 <b>Hansa Iyengar</b> Analyst Location: Hyderabad Twitter: Hansalyengar	IT Services, Market intelligence, and Vendor profiles/company assessments.
 <b>Harika Vedula</b> Associate Analyst Location: Hyderabad Twitter: harikastweets	Enterprise Content Management, Web Content Management, Business Intelligence, and Enterprise Content Governance.
 <b>Nishant Singh</b> Senior Analyst Location: Hyderabad	Market Intelligence and Systems Infrastructure.
 <b>Sandeep Mishra</b> Analyst Location: Hyderabad	Enterprise applications, Application Lifecycle Management, and Business Process Management.
 <b>Saurabh Sharma</b> Analyst Location: Hyderabad	Market Forecast Models (Industries), Market Trends data collection, Market Trends data analysis.
<b>Technology – Vertical Industries – Energy and Sustainability Technology</b>	
 <b>Warren Wilson</b> Lead Analyst, Energy & Sustainability Technology Location: Seattle	Leads Ovum's Energy and Sustainability research stream. Also covers IT's role in Sustainable Business Processes, Green IT, Utilities Technology, Sustainable Enterprises, Sustainability Management Solutions, Carbon Management Software, Energy Management Software, Data Center Power Management, Desktop Power Management, and Sustainability Analytics.
 <b>Rhonda Ascierito</b> Senior Analyst, Energy & Sustainability Technology Location: New York	Green IT, Energy-efficient Servers, Energy-efficient Data Centers, Data Center Power Management, Desktop Power Management, and Energy Conservation Technology Standards.
 <b>Stuart Ravens</b> Principal Analyst, Energy & Utilities Technology Location: London	Utilities Technology, Sustainability Technology, Smart Meters, Smart Grid, CRM, Rating and Billing, Services within Utilities, Business Intelligence and Analytics in Utilities, Utility Control Systems, and Geographic Information Systems.

Analyst	Focus areas
<b>Technology – Vertical Industries – Financial Services</b>	
 <b>Barry Rabkin</b> Principal Analyst, Insurance Technology Location: Boston Twitter: Barryrabkin	Business Intelligence/Analytics, Channel Management (North America), P&C Insurance Exchanges (North America), Core Administration Systems specifically Policy Administration and Claims Management Systems, Social Networking, Usage-based Insurance, Semantic Technologies, GIS / Location Intelligence (North America), e-Discovery (North America), and Future Insurance Industry and Insurance Technology Trends (North America).
 <b>Daniel Mayo</b> Principal Analyst, Financial Services Technology Location: London	Financial services IT spending trends, Risk and Compliance in Banking, Core Systems, Asset Management, Wealth Management / Financial Planning, and Corporate Banking / Cash Management.
 <b>Jaroslaw Knapik</b> Senior Analyst, Financial Services Technology Location: New York Twitter: jarekknapi	Anti-financial Crime Technologies, Credit Risk Management, Business Intelligence, Financial Planning, Financial Services IT Spending Trends, and ATMs and Cash Management.
 <b>Rik Turner</b> Senior Analyst, Financial Markets Technology Location: London	High-frequency trading/low latency, Financial extranets, Complex Event Processing, Messaging Systems, Monitoring for the Capital Markets, In-memory Databases, Liquidity Risk Management Systems, GPU Computing, Voice Recording Requirements for Financial Markets, and Time Series Analytics.
<b>Technology – Vertical Industries – Media and Broadcast Technology</b>	
 <b>Adrian Drury</b> Lead Analyst, Media and Broadcast Technology Location: London Twitter: adriandrury	Leads Ovum's Media and Broadcast Technology research stream. Also covers Commercial Strategy and Business Trends in Media and Broadcast, Media and Broadcast Technology and Technology Market Trends, Multiplatform Video Distribution Value Chain, North American and European DTV and Online Video Forecasting, and Technology and Strategy for Digital Publishing.
 <b>Tim Renowden</b> Analyst, Media & Broadcast Location: Melbourne	Multi-screen Video, Video Content Production, Asset Management and Customer Analytics.

Analyst	Focus areas
<b>Technology – Vertical Industries – Public Sector and Lifesciences Technology</b>	
 <p><b>Nicole Engelbert</b> Practice Leader, Public Sector, Health and Lifesciences Location: New York Twitter: nengelbert</p>	Leads Ovum's Public Sector and Lifesciences Technology research stream. Public Sector, Pharma Technology, Healthcare Technology, Education Technology, CRM in Education, IT in Higher Education, SaaS Delivery Models, Student Information Systems, Education in IT Forecasting, Enterprise Content Management, Understanding IT Higher Education Customer, and Government.
 <p><b>Andrew Brosnan</b> Senior Analyst, Pharmaceutical Technology Location: UK Twitter: brosnanandrew</p>	Life sciences (Pharma and Biotech) Technologies Encompassing the Entire Drug Lifecycle: Discovery, Pre-clinical Research, Clinical Research, Manufacturing, and Sales and Marketing.
 <p><b>Cornelia Wels-Maug</b> Senior Analyst, Healthcare Location: Germany</p>	Healthcare Technology in Public and Private Sector, Healthcare Technology Spending, the Healthcare Technology Customer, and Future Healthcare IT Projects and Trends.
 <p><b>David Cheek, Jr.</b> Analyst, Healthcare Technology Location: New York</p>	Healthcare Technology – Emphasis on Electronic Health Records (EHRs).
 <p><b>Jessica Hawkins</b> Analyst, Government Technology Location: London</p>	Government Technology and Outsourcing, European Central Government, eGovernment, Global Government IT Spending Forecasting, Government Technology Vendor Selection, Mobile Opportunities in Public Sector, and Future Trends and Projects in Government.

Analyst	Focus areas
<b>Technology – Vertical Industries – Public Sector and Lifesciences Technology (continued)</b>	
 <p><b>Kevin Noonan</b> Research Director, Public Sector Location: Canberra Twitter: noonan_kevin</p>	Use and Management of IT in Public Sector, Selling to Public Sector, IT Strategy, Future of the IT Function, and e-Government – Primarily Focussing on the Australian Federal Government Market.
 <p><b>Nishant Shah</b> Analyst, Government Technology Location: New York</p>	Government Technology in the Americas
 <p><b>Ruchi Mallya</b> Senior Analyst, Pharmaceutical Technology Location: New York</p>	Life sciences (Pharma and Biotech) Technologies Encompassing the Entire Drug Lifecycle: Discovery, Pre-clinical Research, Clinical Research, Manufacturing, and Sales and Marketing.
 <p><b>Steve Hodgkinson</b> Research Director, Public Sector Location: Melbourne Twitter: stevehodgkinson</p>	Use and management of IT in Public Sector, Selling to Public Sector, IT Strategy, Future of the IT Function, e-Government/government 2.0, the Role of the CIO, IT Organisation, Cloud Computing, and Enterprise 2.0.

**Analyst biographies are available via the Ovum PocketAnalyst iPhone/iPad and Android apps. Obtainable through Apple's iTunes App Store and the Android Market respectively.**

#### Ovum Europe

119 Farringdon Road,  
London, EC1R 3DA,  
United Kingdom

t: +44 (0)20 7551 9000  
f: +44 (0)20 7551 9090/1  
e: info@ovum.com

#### Ovum Asia Pacific

Level 5, 459 Little Collins Street,  
Melbourne 3000,  
Australia

t: +61 (0)3 9601 6700  
f: +61 (0)3 9670 8300  
e: info@ovum.com

#### Ovum Americas

245 Fifth Avenue, 4<sup>th</sup> Floor,  
New York, NY 10016,  
United States

t: +1 212 652 5302  
f: +1 212 202 4684  
e: info@ovum.com

#### Ovum India

8<sup>th</sup> Floor, Vega Block The 'V' Park,  
Plot No.17, Madhapur 500-081,  
Andhra Pradesh, India

t: +91 406 672 9500  
e: info@ovum.com