



IDC Analyst Presenter Profile

The analysts at IDC are available to present industry overviews and market data at your next event. IDC analysts are well respected industry experts whose presence will provide an independent market view, building credibility with your customers and reinforcing messaging in relation to the theme of your event.

ARIKI PEARSON **ASSOCIATE ANALYST PERIPHERALS**



Ariki Pearson is a market analyst for IDC's hardware research team, focusing on the peripherals markets. As a market analyst, Ariki tracks and examines the hardware market in New Zealand and is responsible for the analysis of the New Zealand printer, copier, scanner, and MFP markets. Through close contact with hardware vendors, and channel partners, Ariki analyses technology adoption trends through all levels of the New Zealand market.

Prior to this, Ariki held a marketing role and was involved in campaign coordination, branding, positioning and research.

Ariki holds a Bachelor of Commerce from Auckland's Massey University with a Major in Marketing.

Areas of Coverage

- Market and competitive analysis
- Trends relating to hardware
- Hardcopy output technology trends
- Printing and imaging spending analysis

You can utilise an IDC analyst for sales events, as a keynote presenter to set the market landscape at a customer event, as an objective panel member for a Q&A session, a product launch, a go-to-market strategy and more.

Media Appearances

IDC research and analysts are frequently quoted in the media throughout the Asia/Pacific region including Radio NZ, NZ Herald, Dominion Post, The Channel, ITBrief, PCWorld, National Business Review, Computerworld and Reseller News.

Recent Reports

Follow this link to see recent reports by Ariki Pearson,
www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF003264&selDocumentType=All&selAccess=All

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