



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.

GRAEME MULLER **MANAGING DIRECTOR, IDC PACIFIC**



Graeme Muller is the Managing Director, IDC Pacific. In this role Graeme is responsible for the IDC business operations for Australia and New Zealand, and maintains a holistic view of the ANZ ICT markets.

Graeme's previous roles with IDC include a period as IDC New Zealand's Country Manager and as Research Manager, Services where he looked after the portfolio of Services and Solutions research which covered the dynamic trends in the local IT services and software industries. This also involved the deployment and uptake of business and IT applications, IT outsourcing, systems integration and IT consulting, along with the adoption of emerging or alternative delivery models. Graeme now oversees the region wide research but maintains a specific focus on the IT services and the telecommunications markets.

Before joining IDC, Graeme was the Product and Marketing Director of Real Developments an IT subsidiary of Lion-Nathan. Prior to joining Lion, Graeme completed his MBA at City University in London majoring in Strategy whilst launching his own start-up company. Graeme also holds a Postgraduate Diploma in Business majoring in Marketing from the University of Auckland and a Bachelor in Pharmacy from Otago University.

Areas of Coverage

- Emerging Technologies
- Health Industry Insights
- CIO & End-user spending
- ICT Predictions

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.

Recent Engagements

- CIO InTEP Roundtable, ITIL & IT Service Management, March 2009
 - CIO Executive Council, Economic Impact on ICT, March 2009
 - IDC Asia Pacific Predictions webcast, December 2008
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Media Appearances

IDC research and analysts are frequently quoted in the media throughout the Asia/Pacific region including the Australian Financial Review, The Australian, Sydney Morning Herald, The Age, ZDNet, iTWire, Voice and Data magazine, SC Magazine, iNews, Computer Daily News, CRN, ARN, The Rust Report, Virgin Blue's Voyageur magazine, ABC Radio, ABC TV, Radio NZ, NZ Herald, Dominion Post, The Channel (NZ) and Reseller News (NZ).

Recent Reports

Follow this link to see recent reports by IDC, <http://www.idc.com.au/research/currentresearch.asp>

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