



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.

PETER MACAULAY **PRINCIPAL, END USER PRACTICE**



Peter's primary role is end-user business development for IDC and Insights companies in NZ. He is also responsible for the InTEP programme which provides CIOs and other senior IT executives a forum to network, share proven practices and experiences in the management and implementation of information technology. If you have an interest in growing IDC's presence in the end-user community or want to share ideas, please feel free to contact Peter.

Peter has had many years of experience and is well known in the ICT industry. He is the immediate past President of InternetNZ. Peter's career has spanned a number of key roles including one as a successful entrepreneur, a Director at Deloitte, serving as President on the board of The Information Technology Association of NZ, been CIO of Farnell Electronics and program manager for the NZ Digital Strategy which launched the Broadband Challenge and Community Partnership funds. Additionally, Peter was instrumental in supporting the Minister of IT and Telecommunications in setting up the DDC (Digital Development Council) for New Zealand.

Areas of Coverage

- Trends within ICT services, outsourcing, offshore outsourcing - supply and demand side view
- Infrastructure for high speed connectivity including fibre to the home
- ICT in the SME market
- Societal impact of ubiquitous connectivity
- Disruptive business models in ICT services
- SME ICT due diligence
- Developing strong supplier relationships

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

Chaired the 2009 NZ CIO Summit
NZ Telecommunications Summit presentation on the New Zealand Digital Strategy
Tokyo Fibre to the Home conference, address on the New Zealand Broadband Challenge Fund
Wireless and Broadband Forum presentation on Ubiquitous Connectivity
Beyond Broadband, Creating the Intelligent Community, Chaired the international Q&A session
Broadband Investment Forum, presentation on the NZ Fibre Fund

Media Appearances

Peter makes regular appearances on radio and TV news addressing issues such as copyright, connectivity and Internet policy. 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.

InTEP

InTEP provides like-minded individuals a forum to network, share proven practices and 'warts and all' experiences in the governance, management and implementation of information technology. InTEP briefings focus on new areas of information technology as well as encouraging members to share experiences with emerging business practices, systems design and development methodologies.

With the added backing of IDC Insights Businesses, InTEP brings members a world of global perspectives on technology with a clear focus on end-user or buyer behaviour, challenges and future plans.

Contact Pete on pmacaulay@idc.com for more information on joining InTEP.

CONTACT US

Sally Taylor-Phillips, Marketing Communications Manager, IDC. Tel: +61 2 9925 2234. E-mail: staylorphillips@idc.com