



## 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.

### **RASIKA VERSLEIJEN-PRADHAN** **SENIOR ANALYST – IT SERVICES**



Rasika Versleijen-Pradhan is a Senior Analyst for IDC's Business Enablement: IT Services research programme. Her primary focus is to analyse demand and key market opportunities for IT services providers in New Zealand. She will be responsible for appraising the strategies of IT service providers, identifying best practices, assessing market opportunities and providing comprehensive insights through end-user surveys to meet customer needs.

Rasika previously worked for IDC EMEA from 1998 – 2002 in the Amsterdam office, where she successfully managed the European CRM Services Strategies research programme. She has been a frequent speaker at many IT industry events across Europe.

For the past six years Rasika worked for Mitsubishi Motors European HQ in Amsterdam, managing a team of sales analyst's and was responsible for researching market trends, competitor analysis and price positioning to aid management.

Rasika holds a Bachelor of Technology degree, majoring in Product Development, from Massey University. She is fluent in Dutch.

## Recent Engagements

**IDC Vision Event** - IDC's Annual International Industry Briefing, Directions, Auckland, Productised Services, March 2009

**Custom Event** – IBM NZ key channel partner event, Auckland, New Zealand IT – Opportunities in a Downturn Economy, June 2009

**Custom Event** – Axon executive briefing event, Auckland, New Zealand IT Services Market, July 2009

## Areas of Coverage

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, to host a roundtable and more.

- **IT Consulting**
- **Business Consulting**
- **System Integration**  
Network consulting and integration
- **Application development**  
Custom application development
- **IT Outsourcing**  
IS outsourcing  
Network and desktop outsourcing services  
Application management  
Hosted application management  
Hosting infrastructure services
- **Business Outsourcing**  
BPO (Business Process Outsourcing)
- **IT support**  
Hardware deploy and support  
Software deploy and support
- **IT education and training**

## 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 Rasika Versleijen-Pradhan, [www.idc.com/getdoc.jsp?containerId=PRF000316](http://www.idc.com/getdoc.jsp?containerId=PRF000316)

## CONTACT US

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