



## 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.

### **ULLRICH LOEFFLER** **COUNTRY MANAGER, NEW ZEALAND**



Ullrich Loeffler is the Country Manager for IDC New Zealand. Previous to moving into this position, Ullrich spent 3 years in IDC's software team across Australia and New Zealand, where he provided ongoing analyses on software trends in the South Pacific Region.

For the past few years, Ullrich held the role of Program Manager Software where he was responsible for the management, coordination and further development of the software research programs across the ANZ region. In addition, Ullrich took over the Program Manager role for the New Zealand Services business in 2008.

In the Country Manager position, Ullrich is responsible for the overall business management and the ongoing development of consulting engagements, strategic analysis, product development and business planning advisory services to IDC clients across the full range of ICT platforms.

During his time at IDC, Ullrich has been a regular speaker at IDC and industry events across Australia and New Zealand and he is frequently quoted in IT and trade publications throughout the Asia/Pacific region.

Prior to joining IDC, Ullrich worked in project management for sales and marketing for several international companies in Germany and New Zealand. He holds a masters degree in Business/Economics with majors in Industrial Economics, Industrial Management and Marketing.

## 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 and more.

### **Information Management**

- Business Intelligence
- Content Management
- Data Warehousing

### **Enterprise Applications**

- Enterprise Resource Management
- Customer relationship Management

### **Software-as-a-Service**

### **General Software and Market Overview**

- Technology Trends
- IT Spending Analysis
- Vertical Industry Analysis

## Recent Engagements

**Custom Event** - Patni multi-city roadshow, Sydney, Canberra and Auckland, Business Intelligence, March 2008

**IDC Vision Event** - IDC's Annual International Industry Briefing, Directions, Auckland, Software-as-a-Service, May 2008

**Custom Event** - InterGen/Microsoft key partner event, Auckland, The Impact of the Economic Downturn on the ICT Market, September

**IDC Financial Insights Event** - IDC's Annual Executive Roundtable for the Financial Service Industries, Auckland, Retail & Channel Strategies in the Financial Industries, September 2008

## Media Appearances

IDC research and analysts are frequently quoted in the media throughout the Asia/Pacific region including the Radio NZ, NZ Herald, Dominion Post, The Channel, ITBrief, PCWorld, National Business Review, Computerworld and Reseller News, Australian Financial Review, The Australian, Sydney Morning Herald, The Age, ZDNet, iTWire, Voice and Data magazine, SC Magazine, iTNews, Computer Daily News, CRN, ARN, The Rust Report, ABC Radio and ABC TV.

## Recent Reports

Follow this link to see recent reports by Ullrich Loeffler,

[www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF002752&selDocumentType=All&selAccess=All](http://www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF002752&selDocumentType=All&selAccess=All)

## CONTACT US

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