



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.

Yael Lord **SENIOR MARKET ANALYST TELECOMMUNICATIONS**



As a Senior Analyst at IDC, New Zealand, Yael Lord's role is to track, forecast and provide strategic analysis on the New Zealand telecommunications market, with a focus on enterprise networks, IP-based convergence, collaboration and unified communications. She is responsible for the quarterly telecommunications tracker and for collaboration on telecommunications forecasts, competitive analysis, market insights, and strategic business case development. Yael's expertise in business strategy and project implementation makes her a core member of IDC's consulting practice.

Before joining IDC, Yael worked for thirteen years for Accenture in Johannesburg, South Africa as their IT Communications and Infrastructure Lead and IT Project Manager, holding national and regional responsibilities. Reporting directly to the CIO, Yael was responsible for the deployment of IT telecommunications and infrastructure systems including the communications and infrastructure systems for outsource delivery centers; the deployment of a national IP telephony system, the introduction of a global audio and web-conferencing service and the activation of an international MPLS circuit. Yael represented Africa in Accenture's Network Transformation and Collaboration 2.0 program for upgrading the global network to support convergence, collaboration and unified communications.

Yael studied Commerce subjects through the Wits University in addition to studying Human Resources Management and ITIL Service Management, and has experience in areas of telecommunications, LAN/WAN and call centres.

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.

- Mobile Broadband in New Zealand
- Consumer and Enterprise Mobility
- Telecommunications in the Cloud
- Telecommunications Transformation – the shift to a new services-based model
- Unified Communications and Collaboration

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 IDC New Zealand, www.idcresearch.co.nz/researchlist.htm

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