



## 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.

### **CHRIS MORRIS** **DIRECTOR, ASIA PACIFIC SERVICES**

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Chris Morris is Director of IDC's Asia/Pacific Services Research, based in Sydney. Chris addresses all areas of IT and business services focusing on datacentre transformation services, cloud computing, service management and Green IT.

Chris has a long history working in the ICT research market of Asia/Pacific. He joined Gartner in 1992 working as their first analyst in Asia Pacific, ultimately becoming the Group Vice President and Director of Research for the Asia/Pacific region, responsible for the overall direction of the research carried out by 55 analysts in five research groups across all regional geographies.

From 2002 until he joined IDC in 2007, Chris worked as an independent IT industry researcher and consultant where he was engaged by public and private sector customer organisations to manage product and services acquisition projects, and as well as vendor organisations to conduct market and competitive analyses.

He now focuses on IT and BPO services within the Asia/Pacific region for IDC, and is the regional lead analyst for the cloud computing topic.

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### **Areas of Coverage**

- IT Services
- BPO Services
- IT Outsourcing
- Cloud Computing
- IT Industry development

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.

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### **Recent Engagements**

Regional Cloud Computing Forum keynote speech and panel facilitation

Speaking engagement for IBM Tivoli group on the topic of Business Service Management

Research project on adaptation of data centre services to support new technology innovations, especially around consolidation and virtualisation of servers and storage and IT process automation

Research project on Supply Chain Optimisation for Carbon Footprint

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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, iTNews, Computer Daily News, CRN, ARN, The Rust Report, Virgin Blue's Voyeur magazine, ABC Radio, ABC TV, Radio NZ, NZ Herald, Dominion Post, The Channel (NZ) and Reseller News (NZ).

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### **Recent Reports**

Follow this link to see recent reports by Chris Morris,

[www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF003082&selDocumentType=All&selAccess=All](http://www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF003082&selDocumentType=All&selAccess=All)

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### **CONTACT US**

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

IDC Australia. Level 20, 8-20 Napier Street, North Sydney, NSW 2060. Tel: +61 2 9922 5300. Fax +61 2 9957 2330. Web: [www.idc.com.au](http://www.idc.com.au).

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