



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.

JEAN-MARC ANNONIER **RESEARCH MANAGER, IT SPENDING**



Jean-Marc Annonier is the Research Manager for IT Spending at IDC Australia. Jean-Marc is a specialist in economic analysis and modelling. Before joining IDC, Jean-Marc spent 10 years as a senior Economist working for the French National Bureau of Statistics (INSEE) in the French territories of the Pacific. He specialised in National Accounts and Econometric Modelling and was involved in major studies such as the economic impact of a new Value Added Tax.

Jean-Marc also spent 8 years in IT in various positions ranging from Solutions Manager for Ericsson Australia to pre-sales consultant for a global IT integrator, he was also involved in the design, project management and delivery of outsourcing solutions for large Australian customers.

Jean-Marc's main strength is his ability to combine rigorous micro and macroeconomic study methodologies with his in-depth knowledge of the Australian ICT market. His focus at IDC Australia is the segmentation of all ICT markets per business size, vertical industry and region, with a special interest in the Small and Medium Business area as he manages a complete research program on SMB. Jean-Marc also coordinates the primary research surveys for IDC Australia and New Zealand and has a sound knowledge of the content available in these surveys.

Mr Annonier holds a Bachelor of Economics and Business (Honours) from the University of Nantes in France. He also holds a number of IT certifications from Microsoft, Cisco and Citrix. Jean-Marc is a member of the ICT reference group at the Australian Bureau of Statistics which purpose is to improve the usefulness of ICT statistics provided by the ABS. The reference group provides a high level forum for understanding, improving and developing ICT statistics for the benefit of policy makers, business community and researchers.

Areas of Coverage

- Trends in the overall ICT markets with a focus on vertical and SMB markets
- Impact of the economic recession on the ICT providers
- Trends in adoption of alternative models of IT infrastructure: virtualisation, software as a service, cloud computing

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

- Microsoft Financing event "Impact of the economic recession on the ICT industry", November 2008
 - AAPT "Impact of the economic recession on the ICT industry", November 2008
 - Infosys "Vertical Markets in Australia", March 2009
 - CIO Breakfast Briefings "Virtualisation Trends in Australia", August 2009
-

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).

Recent Reports

Follow this link to see recent reports by Jean-Marc Annonier,

www.idc.com/analysts/moreanalystresearch.jsp?containerId=PRF002454&selDocumentType=All&selAccess=All

CONTACT US

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