

# ANALYST PROFILE



## CHRISTIAN (CHRIS) OBER

Senior Vice President, Operations



### Australia

#### YEARS OF EXPERIENCE

- » Twelve years at Ideas International
- » Over 20 years of industry experience

#### COVERAGE AREAS

- » Storage

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Chris Ober, Senior Vice President, Operations, leads the IDEAS operations team responsible for the research and production of IDEAS subscription services, including Competitive Profiles for IT Sellers and IDEAS Advantage for IT Buyers. Chris is also part of the IDEAS senior management team, which is responsible for charting the strategic course for the Ideas International group.

In addition to his management duties, Chris retains his storage analyst responsibilities, focusing on disk- and tape-based storage subsystems as well as storage software and SAN connectivity products. As a member of the IDEAS analyst team, Chris provides support to the company's clients and leads the storage research direction, guiding the analytical perspective on new products, company positioning, new technologies, and general industry trends.

Chris has been involved in the storage industry for over 20 years and during that time has worked in various research and technical roles. Prior to joining Ideas International, Chris was a Product Specialist and later a Product Manager at HDS in Australia. He also spent several years in Europe as a Field Applications Engineer at Western Digital, where he was involved in the design and integration of storage devices at OEM manufacturers. Before moving abroad, Chris spent six years at Nashua NSW (later known as Media Technology) in various technical roles, including Manager of Technical Services. Chris has been with IDEAS since September 1999.

#### About Ideas International

Ideas International Limited (IDEAS, ASX:IDE) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services.

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