

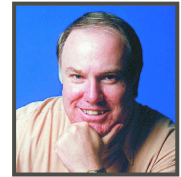
# ANALYST PROFILE



## GARY BURGESS

SVP, Research

Australia



### YEARS OF EXPERIENCE

- » Over twenty years at IDEAS
- » Thirty years of industry experience

### COVERAGE AREAS

- » Servers
- » Cloud (IaaS)
- » Services (maintenance and support)
- » Green IT
- » Storage

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Gary specializes in IT infrastructure research, focusing on datacenter server and storage technologies and their associated maintenance and support offerings. He also covers the emerging Cloud (IaaS) market and monitors Green IT developments within the datacenter.

Gary contributes articles and commentary to Ideas International's various communications, including the *IDEAS Tech Trends Monthly* newsletter and the *IDEAS Insights* blog. He provides background and insight for technology journalists and has been quoted in the technology press in Australia, the US, and Europe.

In addition to his analyst responsibilities, Gary is exploring new areas of research delivery for IDEAS clients. He has already project-managed a significant upgrade to the IDEAS public website. The upgrade revamped the look and feel of the site and introduced new free advisory content, including the Server and Storage Gateways, which complement the existing Benchmark and Green Gateways. Gary is also leading the IDEAS push into social media and investigating new channels for IDEAS subscription services, including mobile computing platforms.

Having started at IDEAS in 1989, Gary draws on over 20 years of experience at IDEAS and 30 years of experience in the IT industry overall. His tenure at IDEAS has included extended assignments in both the US and the UK, in addition to Australia. Gary is the architect of the Competitive Profiles CPService module. Introduced in 1998, CPService was, and remains, a unique services-focused research offering that has been used by thousands of users to help them better understand the complex services offerings available.

Prior to joining IDEAS, Gary worked at Prime Computer, where he held management and engineering positions in the company's support organization. Gary worked as a field service technician and software support analyst for Prime's national call center; hence, he draws on direct experience for his research and analysis of the services marketplace.

Gary has an academic background in Electronics Engineering.

### 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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