

ANALYST PROFILE



JOSEPH (JOE) ZHOU

Senior Analyst, Enterprise Storage Solutions



United States

YEARS OF EXPERIENCE

- » Ten years at Ideas International
- » Over 13 years of industry experience

COVERAGE AREAS

- » Storage

ADDITIONAL BACKGROUND

- » MBA in Marketing Management, Baruch College
- » BBA in Computer Information Systems, Baruch College
- » AAS in Data Processing, New York City Technical College
- » Alpha Iota Delta award in Decision Science
- » Beta Gamma Sigma award for academic excellence

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Joseph Zhou, Senior Analyst, specializes in storage research, focusing on enterprise storage solutions. Joe's research:

- » Evaluates the latest storage technologies, products, and services
- » Analyzes the competitive positioning and value propositions of current market offerings
- » Helps vendors and end users formulate storage strategies

Prior to joining IDEAS, Joe held several marketing management positions in various industries, including telecommunications, advertising, and consumer product distribution. Joe graduated from the CUNY system with an AAS in Data Processing from New York City Technical College, a BBA in Computer Information Systems from Baruch College, and an MBA in Marketing Management, also from Baruch College. Joe's academic achievements were recognized with the Alpha Iota Delta award in Decision Science and the Beta Gamma Sigma award for academic excellence.

About Ideas International

Ideas International (IDEAS) 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.

IDEAS online products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

For more information about Ideas International, please visit:

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