

# ANALYST PROFILE



## WALTER (WALLY) KATZ

VP and Senior Analyst, Information Services



United Kingdom

### YEARS OF EXPERIENCE

- » Fourteen years at Ideas International
- » Over forty years of industry experience

### COVERAGE AREAS

- » Server positioning and consolidation

### ADDITIONAL BACKGROUND

- » MS in Physics, Sussex University
- » BS in Physics, Sussex University

### E-MAIL

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Wally Katz, Vice President and Senior Analyst, Information Services, manages the EMEA-based content of the CPService module of Ideas International's Competitive Profiles product. The CPService module provides cost of ownership and services analysis of server and storage products. Wally is also responsible for developing the IDEAS server performance metrics and Server CAR tools used for price/performance positioning, consolidation analysis, and environmental assessments. Wally conducts product positioning studies and also undertakes the development of new IDEAS deliverables prior to moving them over to the production team.

Before joining IDEAS, Wally worked for ICL as Commercial Manager in Product Operations, where he was responsible for product positioning and pricing strategies covering midrange and Series 39 Mainframe platforms. He was a founding member of the Transaction Processing Performance Council (TPC) and represented Fujitsu/ICL for five years on the TPC-A/B/C standards subcommittees.

### 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.

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