

Clive Longbottom, FRSA

Service Director, Business Process Facilitation



Clive Longbottom is founder of Quocirca and is a highly respected and globally recognised industry analyst. Quocirca is a Business and IT analysis company with a main focus in Europe, yet with a global research capability.

Clive's primary coverage area is business processes facilitation. Clive covers the needs for companies to understand the core processes in their value chains, and the technologies that should be utilised to facilitate these processes in the most flexible and effective manner. Within this remit, Clive covers a range of process approaches and technologies, including collaborative tools, workflow, business process discovery and management tools, service-based architectures, data centre design and optimisation, hardware and software stacks and outsourcing (including functional outsourcing such as cloud computing), as well as other

associated areas such as security, voice/data convergence and IT asset optimisation. Clive works with ITC vendors to help them in coordinating their approach to underserved markets through the provision of pragmatic solutions to meet the complex needs of individuals and communities in these markets.

Clive is a regular presenter on public platforms, as well as being a contributor to silicon.com through Quocirca's Straight Talking column, and to other media outlets. Consistently placed high in Apollo's "top European quoted analysts" tables, Clive understands the importance of dealing with the media at a sensible level – not just being a "rent a quote", but helping the journalists understand the real issues behind the headline.

Clive has been an ITC analyst for over 15 years, but started his working career as a Chemical Engineer, before entering the world of ITC. Clive's background covers a mix of end-user experience as a process engineer in the chemical and research industries, as well as ITC work and project management in large and medium sized organisations, working in the UK, the US and mainland Europe. This breadth of experience gives Clive a solid viewpoint on the pressures and problems impacting today's businesses – and keeps him from viewing technology as a solution in itself. Now, as an internationally recognised expert in business and ITC, Clive's pragmatic approach concentrates on the provision of actionable advice, keeping away from "flavours of the month" and from the "cut and burn" approaches of many analysts.

Clive started his working career working in a research role for Johnson Matthey in the UK, researching in such areas as car catalysts, fuel cells and advanced low-NOx burners. From here, Clive moved to implementing office automation across the European and American operations of Johnson Matthey, developing integrated solutions in such areas as X.400/X.500 messaging, Control of Substances Hazardous to Health (COSHH) and laboratory management systems. From here, Clive moved to the UK's largest electricity generator, National Power (now nPower), where he was responsible for the integration of PC-based systems into back-end office automation systems, as well as the development of secure messaging systems for National Power's fledgling international research group. Clive then became an IT consultant before joining the European arm of META Group, taking responsibility for areas such as desktop hardware, operating systems, office suites, collaborative systems and information management systems. On leaving META Group, Clive joined Strategy Partners for a period of time, creating a successful CRM practice based on the premise that multi-channel, personalised, service-based CRM solutions would be the future, as opposed to the received wisdom of the time of large monolithic systems.

On leaving Strategy Partners, Clive founded Quocirca to provide a highly personal offering to the market based on fixed-price projects, rather than retainer-based services. Clive's work was recognised in 2007 when he was elected as a Fellow of the Royal Society for the Promotion of the Arts, Commerce and Manufacturing (FRSA).

In his spare time, Clive is a fully qualified wolf handler, working as a volunteer with the UK Wolf Conservation Trust based in Beenham, near Reading.

Clive has a B.Sc. (Hons) in Chemical Engineering from the University of Aston in the UK.

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About Quocirca

Quocirca is a primary research and analysis company specialising in the business impact of information technology and communications (ITC). Quocirca provides in-depth insights into the views of buyers and influencers in large, mid-sized and small organisations. Its analyst team is made up of real-world practitioners with firsthand experience of ITC delivery who continuously research and track the industry.

Quocirca has a proactive primary research programme, regularly surveying users, purchasers and resellers of ITC products and services on emerging, evolving and maturing technologies. Over time, Quocirca has built a picture of long term investment trends, providing invaluable information for the whole of the ITC community.

Quocirca works with global and local providers of ITC products and services to help them deliver on the promise that ITC holds for business. Quocirca's clients include Oracle, Microsoft, HP, IBM, T-Mobile, Xerox, Vodafone, EMC, Symantec and Cisco, along with other large and medium-sized vendors, service providers and more specialist firms (see <http://www.quocirca.com/pages/about/clients>).

Quocirca also interacts extensively with end-user organisations through its research in order to understand their needs, and it is to this community that its reports, media articles and presentations are directed. The business model used by Quocirca is to publish its research for free and to publicise it as widely as possible through its network of media and portal partners and via its own website. Because of this, Quocirca's reach is wide, with the possible audience measured in the tens of millions. This ability to place research in the public domain at no cost is made possible through sponsorship of specific studies by technology vendors and other parties.

This model of making reports freely available and widely publicised ensures that the issue around which the research is centred receives maximum publicity and is made available to IT buyers and decision makers in any relevant target organisations be it a small business or a global enterprise – the main markets where paid-for analyst research does not reach effectively. As well as this, Quocirca aims to further publicise its work by placing articles pertaining to the research in publications run by its media partners.

To increase the reach of its research further, Quocirca will also work with the technology vendor's PR resources and marketing department to achieve as much coverage as possible, such as looking to place articles in specialist publications relevant to the specific area.

Quocirca Media Partners

Quocirca works with the media to gain coverage for our output and to educate readers on today's technologies and their impact on the reader's business. Quocirca is one of the world's most quoted analyst groups, with journalists from both the trade and mainstream press using Quocirca analysts for informed comment on what's happening with vendors and technologies in the markets.

Quocirca also writes articles for many media outlets - outlets such as silicon.com, CRN, V3 and ComputerWeekly in Europe, BERTL iTChat and DM Review in the US, as well as many vertical and domain specific outlets such as The Director, CFO Europe and others.