

Bob Tarzey

Analyst and Director



Bob Tarzey joined Quocirca in 2002 as an Analyst and became a director in 2004. His main area of coverage is route to market for ITC vendors to enterprises, the mid-market, small businesses and the public sector. This includes coverage of the sales channel including resellers, distributors, systems integrators and independent software vendors (ISVs) as well as alternative routes to market such as software-as-a-service (SaaS) and cloud computing.

Bob's focus is generic and includes the total delivery of IT solutions, but he also has a specific focus on IT security, network computing, systems management and managed services.

Much of Quocirca's market knowledge comes from its primary research and Bob has managed numerous projects targeted primarily at Europe (including Eastern Europe) but some also covering the USA, Far East and Middle East.

Bob writes regular analytical columns for Computing, Computer Weekly, silicon.com Computer Reseller News (CRN) and has written for The Times, Financial Times and The Daily Telegraph. Bob blogs for Computing, Info Security Advisor and IT-Director.com. He also provides general comment for the European IT and business press.

Bob is a regular participant of round tables with various media bodies and acts as a judge for the CRN Channel Awards. Bob has also acted as a moderator at end-user and channel forums and regularly presents Quocirca's research at seminars and webinars including regular appearances for Computing, Computer Weekly and Info Security Magazine.

Bob has extensive knowledge of the IT industry. Prior to joining Quocirca in he spent 16 years working for US technology vendors including DEC (now HP), Sybase, Gupta, Merant (now Serena), eGain and webMethods (now Software AG).

Bob has a BSc in Geology from Manchester University and PhD in Geochemistry from Leicester University.

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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.