

Rob Bamforth

Principal Analyst, communication, collaboration and convergence



Rob Bamforth is a Principal Analyst working with Quocirca Ltd since 2004, focussing on the areas of communication, collaboration and convergence. His experience combines his years spent in sales and marketing, with an in-depth understanding of technology development and deployment, which together give him an approach that focuses first on the business need, with technology as the supporting service.

The areas of communication, collaboration and convergence are broad, and include aspects of employee or business process mobility, environmental impact of communications, and supplier or industry convergence. Rob's coverage ranges from large enterprise to SMB and the public sector; he also identifies with the needs of service providers in dealing with all their customers, including consumers.

Rob is regularly quoted in both technology and mainstream business media and is a regular contributor of analytical content to IT-Analysis and silicon.com, and regularly blogs on Computing, and tweets via twitter.com/rob_bamforth. During his career he has actively promoted the business benefits of emerging technologies in both sales and marketing roles, being a key media spokesperson for the Internet and Java and

becoming a member of the Sun Vision Council. He has presented and given keynote addresses at innumerable industry events, including to Internet World, Institute of Directors, BCS, Society of Computers in Law, MENSA, ICL Distinguished Engineers conference. He also worked with standards bodies such as the European Telecommunications Standards Institute (ETSI) regarding the mobile execution environment (MEXE) for smartphones.

Rob has an engineering background with early experience at British Aerospace as a systems design engineer which provided Rob with an analytical ability to quickly identify the practical realities or any product or service. In the early 1980's Rob became a software consultant with specialist knowledge of the emerging UNIX operating system and C programming language. This extended into the management of software projects encompassing technical, commercial and mission critical systems, at specialised software houses in applications as diverse as life insurance, aircraft control systems, fingerprint recognition and computer aided design.

To this Rob adds a solid commercial background based on over a dozen years of sales and marketing experience at Sun Microsystems. From a pre-sales support starting point Rob emerged as a market 'ambassador' for a number of technologies, culminating in a European software sales management position. In the early 1990s, he spearheaded the marketing of the Internet and Java, developing market opportunities and promoting both technologies into mainstream business. As such he accumulated an in-depth knowledge of product marketing, channel marketing and business development experience. His understanding of commercial realities gave him the foundation to build Sun's Executive Briefing Centre programme, where he led the team to build and run two state of the art facilities. This combination of relaxed professional communications environment and thought-provoking content was designed to position novel concepts in a business context, and made a significant contribution to raising Sun's market presence.

Rob subsequently joined the analyst community, establishing the wireless and mobile practice at Bloor Research prior to extending his interest in the impact of the convergence, or as he would rather say, 'collision' of IT and Telecommunications industries with his work at Quocirca. He has written numerous articles and many reports encompassing the impact and management of mobile devices, the evolution of service providers, mobile email momentum, visual communications, VoIP and unified communications. Rob also presents at conferences, contributes in video interviews and webinars, and provides market analysis support as a strategic advisor to the Mobile Data Association.

Rob is also a keen photographer and has an NVQ in Professional Photography. Further qualifications include BSc (Hons) in Systems Engineering in 1981 from Bath University in the UK, with membership of the British Computer Society and Chartered Engineer status since 1992.

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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.