



## Practical Research that Drives Measurable Results

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# Media Kit

**Info-Tech Research Group**  
1.888.670.8889 (North America)  
+1.519.432.3550 (International)  
[www.infotech.com](http://www.infotech.com)

# Media Support

## How can our analysts help you?

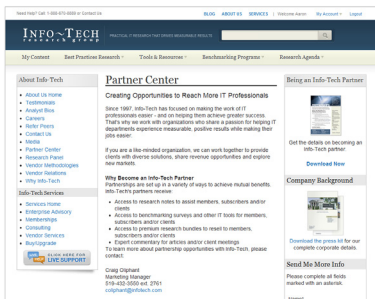
Info-Tech Research Group is a full-service, IT research company providing tactical and practical advice to IT professionals globally.

Our analysts are IT experts who are sought out to simplify and provide insight into the complicated technology landscape. We develop close relationships with our clients that keep us in touch with what's actually happening in the real world of IT.

We provide commentary to media outlets on many of today's hottest technology trends and developments, and our media support includes:

- Expert commentary on all aspects of corporate technology
- Responses to breaking technology news and ongoing IT issues
- Contributed articles
- Hosting of panels
- Speakers' bureau and event participation.

We also provide accredited journalists with complimentary access to our research materials to generate story ideas or to provide facts, figures and context for coverage. Visit our Media Center to find press releases, Hot Topic News Analysis, recent news coverage and more:



Visit the Info-Tech  
[Media Center](#)

## Need to Speak with an Analyst?

To speak with an analyst, please contact our PR department:

**Carlene McCubbin**  
PR and Vendor Relations Coordinator  
Office: 519-432-3550 Ext. 2955  
Mobile: 416-884-8838  
[press@infotech.com](mailto:press@infotech.com)  
or 1.888.670.8889

**Christina Hall**  
PR and Vendor Relations Coordinator  
Office: 519-432-3550 Ext. 2856  
Mobile: 519-719-8070  
[press@infotech.com](mailto:press@infotech.com)  
or 1.888.670.8889

## We're Ready to Discuss:

- New technology and changes in the IT industry
- The business impact of IT changes
- IT operations and best practices
- How IT professionals use technology
- Key influences in technology purchases
- IT vendor landscape

# Areas of Expertise

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**We most frequently offer commentary and insight in the following areas:**

## **Applications**

- Applications Management and Governance
- Application/Web Development and Maintenance
- Collaboration and Productivity Applications
- Enterprise Applications
- Systems Integration

## **Infrastructure**

- Desktop & Mobile Devices
- Enterprise Networks
- Infrastructure Management and Governance
- Risk Management
- Servers and Storage
- Service Management
- Voice & Video

## **IT Strategy & Leadership**

- Leadership & Performance Management
- Risk Management
- Service Delivery & Management
- Strategy & Governance
- Value Creation & Measurement

# Corporate Fact Sheet

## Who:

### Info-Tech Research Group

- Number of employees: over 200 and growing
- Number of members: 24,000+

## What:

Full service IT research and advisory firm focused on providing practical research

## Where:

### Head Office

602 Queens Ave.,  
London ON N6B 1Y8

### Satellite Office

43 Front St E.,  
Suite 200, Toronto ON M5E 1B3

## When:

Since 1997

## Why:

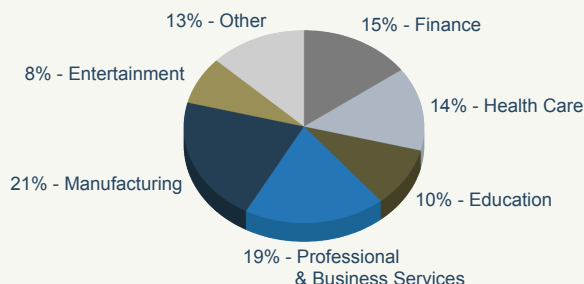
To help IT professionals be more effective, make better decisions and improve overall IT operations in organizations large and small

## How:

By providing our clients with focused, practical research, on-demand consultations with our analysts, and supporting their larger technology projects with custom consulting solutions.

## Our Clients

A snapshot of our clients:



## Corporate Awards & Recognition

Ranked as the Leading Research Firm in the IT & Telecom Research, Reports and Services Market by Outsell Inc. (2010)

50 Best Workplaces Canada (2009)

Ranked the top "Rising Star" in the IT research arena by Outsell, an independent market research firm (2007)

50 Best Workplaces in Canada (2007)

Profit 100 Fastest Growing Companies in Canada (2004) – 9th place

Canada's 50 Hottest Startups – Profit Magazine (2002)

Ernst & Young Entrepreneur of the Year – regional winner (2001)

London, Ontario Chamber of Commerce e-Business Achievement Award (2001)

# Products & Services

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## Research and Advisory Memberships

Info-Tech research is created using a tool-based model that incorporates analysis, advice, and the tools you need to get things done. This unique approach to IT research provides you with the knowledge you require to make critical decisions paired with the necessary tools to complete the project.

Memberships include access for your team for improved productivity, easier knowledge sharing and training, and consistent access to our tools and resources for the entire IT department.

Info-Tech clients use their memberships to make measurable improvements that make a positive impact on their organization's bottom line.

### Memberships Include:

#### Online Research

Our research covers the full spectrum of IT projects, from Applications to Infrastructure and IT Strategy and Leadership. Online research includes access to:

- Practical tools and resources packaged in Solution Sets
- Best practices development programs (OptimizeIT)
- On-demand custom benchmarking (MeasureIT)

#### Advisory Services

- Phone and email conversations with our analysts concerning any IT/business challenge you are facing
- Custom research briefs when you need a specific question answered that may not be covered in our core research

#### Info-Tech Indaba

Info-Tech Indaba supplies leading technology vendors with access to a current view of the marketplace needs, as defined by the corporate IT community. Indaba products are based on direct input from thousands of IT buyers and end-users, providing data and analysis to help vendors make better decisions and get products to the market more efficiently and cost-effectively.

#### Info-Tech Consulting Services

Info-Tech's Professional Consulting Services offer a practical approach to complex IT and business issues. Our consultants, including veteran IT professionals and CIOs, work side-by-side with clients for a cooperative approach that delivers results and leaves them with the tools for continued success.

# Company Profile

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Info-Tech Research Group is the global leader in providing tactical, practical Information Technology research and analysis, with a paid membership of over 24,000+ members worldwide. In 2007 Info-Tech was ranked the top 'Rising Star' by Outsell, the research and analyst firm covering the information industry. Outsell's evaluation places Info-Tech as one of the top 10 analyst firms in the world. The company was also rated as one of the Top 50 workplaces in Canada in 2007 an honor repeated in 2009 and 2010.

Info-Tech is one of North America's fastest-growing full-service IT analyst firms. Info-Tech Research Group was founded in 1997 by Joel McLean to meet the unique IT needs of enterprises. The company headquarters is located in London, Ontario, and a second location was opened in downtown Toronto to accommodate the increased membership base and the expansion into vendor research and consulting services.

The company provides actionable research designed to help companies make better strategic use of technology, improve day-to-day operations, and avoid costly mistakes. The research and analysis team at Info-Tech creates reports on virtually every area of corporate technology. Our publications are broad in scope and form, and include templates and tools to make IT functions easier, complex analysis of particular technologies, and comparison and evaluation notes which help enterprises compile short lists for vendor selection in particular categories such as servers and storage.

In addition to researching and writing advisory reports for the IT community, Info-Tech also provides an analyst inquiry service that enables clients to speak directly with senior analysts about the challenges and issues they are facing. Info-Tech also offers consulting services for business issue diagnostics and solution implementation, complementing the work done in enterprise IT departments.

The Indaba division produces research for IT vendors, drawing on the extensive knowledge of end user requirements garnered from Info-Tech members.



**Head Office**  
London ON



**Satellite Office**  
Toronto ON

# Executive Team

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## **Joel McLean**

*President and CEO*

Joel McLean founded Info-Tech Research Group to develop research products and tools for business. Info-Tech research and advisory memberships offer practical solutions to the challenges faced by the IT departments at organizations of all sizes.

Info-Tech's doors opened in 1997 with a small group of employees. Today, with over 200 employees and a paid membership of over 24,000+ memberships worldwide, Info-Tech Research Group is one of North America's fastest growing full-service IT analyst firms, and was the only major IT research firm to post growth in 2009.

Under Joel's leadership, Info-Tech has established itself as the global leader in providing tactical, practical IT research and analysis, with an innovative business model and a suite of products that help IT leaders work faster and more efficiently. Info-Tech has two offices, the headquarters location in London, Ontario and a second office on Front Street in downtown Toronto.

As a recognized leader in the research industry, Joel is frequently invited to speak in public and private executive forums on IT issues and business entrepreneurship. Joel is a graduate of The Richard Ivey School of Business at The University of Western Ontario.

## **Davin Juusola**

*Vice-President, Research and Development*

Davin Juusola joined Info-Tech Research Group in 1999 after working at the Business Development Bank of Canada. He has worked closely with Joel McLean to define, develop and launch major new products and services to Info-Tech clients over the past nine years. Davin has contributed to Info-Tech's growth by spearheading projects that account for more than 30 per cent of Info-Tech's revenue. He has also completed and delivered consulting and custom research engagements to companies in a number of industries, including insurance, investment banking, medical, manufacturing, software, and law enforcement. In his current role, he oversees all of Info-Tech's Human Resources, Employee Development and Public Relations activities. Davin developed and taught an E-Business course for three years at The University of Western Ontario, and is a regular speaker in leadership and technology forums. Davin is a graduate of The Richard Ivey School of Business at The University of Western Ontario.

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## **Janice Zimmer**

*Vice-President, Marketing*

Janice Zimmer joined Info-Tech Research Group in 2002, where she has used both her creative drive and marketing acumen to lead all marketing initiatives for the company. During her time at Info-Tech, Janice has developed a cohesive marketing strategy and department from the ground up, and also led and contributed to initiatives that have helped to grow the business to one of the top 10 IT research and advisory firms in North America. Her prior work experience includes project management and marketing positions within the financial, healthcare, software development & consulting and insurance industries. Janice holds a Masters of Business Administration from Wilfred Laurier University.

## **Gord Harrison**

*Chief Information Officer*

Gord Harrison, Info-Tech's Chief Information Officer, has 21 years of professional experience in the IT field and has been associated with Info-Tech Research Group for seven years. Gord started his IT career writing national award-winning, collaborative, multi-user educational software for the Ontario school system in a time before the Internet made such things common. He then transitioned to a career in creating innovative claims management software and adjudication expert systems for the insurance industry. Subsequently, Gord directed an IT Consulting company servicing companies such as Canada Trust, London Hydro, IBM, M&M Meats and several smaller Enterprises. Gord was also one of two Technical Architects who designed, developed and delivered software solutions for the 2001 Canada Summer Games. Gord's diverse experience provided him a broad foundation on which to build Info-Tech's IT group.

Gord's team at Info-Tech is in the unique position of providing IT services to a firm focused on IT research. New technologies deployed within the Info-Tech network are often studied by the research team for ease of implementation, delivery on expected functionality, performance and outcomes. Members of the IT team have direct input into the research process and add real-world value and metrics to the research process. Gord and the IT team can also take advantage of templates designed for use in small to medium-sized enterprises, as well as the wealth of knowledge accumulated in the research notes produced by Info-Tech itself.

A Londoner of 25 years, Gord holds a Bachelor of Arts in English from the University of Western Ontario and a Diploma in Computer Programming from Fanshawe College.



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## **Robert Garmaise**

*Senior VP of Research and Strategy*

Robert Garmaise brings over 10 years of experience in the professional services and Information Technology industry. Before joining Info-Tech, Rob was Senior Director, Information Technology for Blockbuster Canada, leading the development and execution of IT strategies and operational objectives. Prior to that, Rob held several executive positions, including Area Vice-President, Professional Services, at Workbrain, Inc., a company that develops web-based Workforce Management software for large enterprises.

Rob began his career as a strategic analyst for Monitor Company and moved on to fill various mid-level and management roles with Canadian Pacific, McKinsey & Company and Microsoft Corporation. Rob is a graduate of the J.L. Kellogg Graduate School of Management at Northwestern University and has an undergraduate degree in mathematics from Harvard University.

## **Eric Wright**

*Vice-President, Consulting*

Eric Wright is responsible for the strategy and leadership of Info-Tech's Consulting practice. Info-Tech's consulting practice was created to extend the reach and capability of our research services by providing our clients with hands-on assistance putting our research into action. Eric has over 15 years of IT and management consulting experience and has provided assistance to numerous public and private sector organizations. Eric has extensive experience scaling complex approaches and solutions to small and mid-sized organizations. Prior to joining Info-Tech, Eric worked for Deloitte Consulting where he was a leader in the Enterprise Application practice. Eric has managed engagements for clients around the world, including: Canada, the United States, China, Singapore, Japan, India and Australia. Since joining Info-Tech, Eric has provided IT advisory services to a number of our clients and driven the development of multiple IT strategies and assessment. Eric graduated from the University of Western Ontario (UWO) in 1997 with an Honors degree in Computer Science and received his Certified Management Consulting (CMC) designation in 2004.

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## **Marcel van Hulle**

*Vice-President, Sales*

Marcel van Hulle, Vice-President of Sales with Info-Tech, brings over 25 years of international business and IT experience to his role as the company's chief architect of customer experience. Prior to joining Info-Tech, Marcel held various executive positions in sales, consulting services, operations and business development at IBM, culminating in serving as Vice-President for IBM Europe where he led the company's Data Management Team across Europe, the Middle East and Asia. He has also held a variety of other executive positions within IBM worldwide, amongst other companies. In every role, he has been intently focused on finding how IT can make customers' businesses more competitive. Early in his career, Marcel was a research fellow for Agfa and served as a scientific advisor to the Belgian Prime Minister. He has published dozens of scientific research papers in international magazines, has been a media spokesperson and has a long history of speaking at industry conferences and events worldwide. Marcel received his PhD in Physics at the University of Ghent (Belgium) and completed his Masters Degree in Education as well as a Bachelors Degree in Economics.

## **James Alexander**

*Senior Vice-President and General Manager of Indaba Division*

James Alexander is responsible for the development of the Indaba Division's strategy and products as Info-Tech extends its value proposition to information and communication technology firms. James is an industry veteran, having held management and executive positions over the past 20 years at such industry-leading organizations as Microsoft Canada and the CTI Solutions Group. James was also one of the founding partners of Metafore Corporation, an award-winning Canadian solutions provider. Most recently James held a leadership role at IDC, where he spearheaded the development of its Software Business Strategies Group.

## **Kim Rebry**

*CFO*

Kim Rebry is a Chartered Accountant, having obtained her designation in 1984 with Coopers & Lybrand (now PricewaterhouseCoopers), Toronto. She specialized as a Manager in Human Resources and in 'Services to Owner-Managed Businesses'. Over her career, Kim has assisted a variety of businesses, having acted as Comptroller for the University Students' Council at the University of Western Ontario and as the Director of Finance and Administration at Orchestra London. Kim instructs a course in Finance Management for arts organizations at the University of Western Ontario and volunteers for a number of community and sporting organizations.