

EMEA's Top Analysts Launch New Consultancy bradham360

- industry finds existing organisations lacking

London, October 2009 – The IT hardware, software and services sector sees the launch of bradham360, a strategic consultancy serving the EMEA print, imaging and services sector. Founded by former lead Print & Solutions analysts from Gartner and IDC, this new entrant into the analyst community contains a total of 35 years' consulting experience in the EMEA document imaging market.

Bradham360 provides advisory services, strategic consulting, thought leadership, industry expertise and insight to the manufacturer, vendor, dealer and end-user communities, covering:

- Managed print services and document solutions;
- Document workflow;
- Outsourcing and Business Process Outsourcing;
- Supplies and consumables;
- Channel operations;
- Marketing communications;
- Environmental considerations, and;
- Total Cost of Ownership & Total Cost of Printing

Founding partner Malcolm Hancock, director and partner, explained that bradham360 will deliver insights and services with focus, objectivity, perspective and understanding to an area that is sorely in need of them: "We saw a clear demand amongst our clients at our respective former agencies for an entirely new standard of insight, and service delivery to the print hardware, software and services communities."

"This is a market that has seen seismic changes in the wake of the global recession, one that calls for new business models and bold leadership," confirmed co-founder Matt Marshall, director and partner at bradham360. "No longer can analyst organisations expect to provide only market data, share analysis and historic performance tracking: companies today have a right to expect a truly valuable service, based on actionable advice that will help them not just survive but thrive in today's hyper-competitive environment."

Continued Marshall: "From our many years in the industry, and talking to both providers and users, it is abundantly clear that analysts need to raise their game along with everyone else. bradham360 will be a cutting edge, strategically focused information and consulting partner to its clients."

Hancock and Marshall are programme directors for bradham360's EMEA printers, multifunctional peripherals, imaging solutions and managed services programmes. They have responsibility for ensuring bradham360's research programmes for Print & Imaging hardware, software and solutions provides its clients with honest, insightful, actionable and cost-effective advice.

Marshall previously spent eight years managing IDC's EMEA imaging services research group, and before that more than four years as principal analyst on InfoQuest Europe's Electronic Office Imaging Service, as well as positions with CAP Ventures, NRG Group – part of the Ricoh Group of Companies. A globally recognised authority on the printing and imaging industries, Marshall has presented at and headlined industry events in Europe, the US, continental Africa and the Far East.

Hancock spent 17 years with Gartner as a principal analyst and programme manager for the company's European Print Markets and Management Team, where he was responsible for leading and guiding research efforts on a diverse range of subjects related to print, covering most recently the effects of the economic downturn and the impact of Green legislation on the print market. He was also responsible for establishing Gartner's worldwide forecasting methodologies for print hardware

and coverage of the managed print services markets in EMEA. Hancock is also a much sought-after speaker at leading conferences around the world, often keynoting for leading IT vendors and channel partners. Mr Hancock joined Gartner from McDonnell Douglas Information Systems (now Northgate Information Solutions Ltd), where he held a number of positions in its R&D organisation and product marketing departments.

For more information, visit www.bradham360.com.