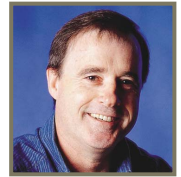


ANALYST PROFILE



PETER CULLEN

SVP, Product Development, Information Services



Australia

YEARS OF EXPERIENCE

- » Ten years at Ideas International
- » Over 30 years of industry experience

COVERAGE AREAS

- » IT Infrastructure Support Services
- » Servers
- » Storage

E-MAIL

- » peterc@ideasinternational.com

After a lengthy association as an Ideas International subscriber, Peter joined IDEAS in 1999 to manage a new research service then under development. From this role, Peter progressed to managing the analyst team at IDEAS, before taking on global responsibility for the content and development of IDEAS core Competitive Profiles service.

Today, Peter's role is focused on the development of new services and existing services to meet the needs of both computer manufacturers and end-users. This role includes market research, product development, new product introduction, and associated go-to-market aspects.

While based predominantly in Australia, Peter makes regular trips to the USA and Europe, where he consults with IDEAS subscribers and prospects on their research needs.

With a background in electronics and communications in civil aviation, Peter began his information technology career in 1979, working with Ferranti mainframe systems. Now with over 30 years of experience in the computer industry, Peter has held technical and senior management positions with companies involved in computer systems manufacturing, services, systems integration, software distribution, and software development. His career has included overseas postings in Asia Pacific, and has spanned a range of sales and marketing, business development, customer service, and technical roles.

About Ideas International

Ideas International (IDEAS) is the leading global supplier of comparative intelligence on enterprise IT infrastructure. Servicing both IT vendors and large-scale IT users, IDEAS' products focus on: servers; storage; virtualization and consolidation; and software and infrastructure services.

IDEAS' online products are backed up by expert industry analysts who can also deliver specialized advisory and consulting services.

For more information about Ideas International, please visit:

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