

## **Quocirca expands with the two new Senior Analysts and acquisition of Neaman Bond Associates.**

Submitted by: Western Associates PR

Thursday, 23 January 2003

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- Gains greater breadth and depth.
- Expands European coverage with acquisition of Neaman Bond Associates.

Windsor, Berks:- Quocirca, the leading Business Intelligence company, has announced that Bob Tarzey and Jon Collins have joined the company to extend the breadth and depth of its operation.

At the same time, the recent formation of Quocirca's QNB Intelligence from the acquisition of Neaman Bond Associates brings pan-European primary strategic research into Quocirca's portfolio of offerings. QNB Intelligence is a wholly owned subsidiary of Quocirca that provides hard data on the perceptions and investment plans of decision makers and influencers in the European corporate community, particularly with regard to emerging technologies and markets.

Service Director Bob Tarzey will be responsible for providing strategic advice to vendors in reviewing and/or implementing channel and partner strategies across the European markets. Bob comes from a strong partner management background with a number of vendors, including webMethods and Sybase. He has managed relationships in the field across Europe, Middle East, Africa and Asia.

Senior Associate Analyst Jon Collins will be responsible for providing advice to both vendors and end-users on infrastructure issues, including all areas of networking, hardware, operating systems, storage and security - and will also work on projects involving eBusiness solutions. Jon brings to his new position an extensive background in the enterprise storage and content management markets. As well as a background of previous analyst positions, Jon has worked as an end-user in many vertical markets, including industrial, financial and government sectors.

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Note to editors:

All key analysts in Quocirca are willing to provide spoken or written comment for editorial - news or feature.

The key analysts within Quocirca and their areas of coverage are:

Clive Longbottom - Head of Research for Quocirca.

Areas of coverage: Mobility, Customer Relationship Management, Managed Solutions, eBusiness. Contact on +44 (0)1189 483360, or at [clive.longbottom@quocirca.com](mailto:clive.longbottom@quocirca.com)

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Areas of coverage: Mobility, Enterprise Resource Planning, Sales Force Automation, Voice Recognition. Contact on +44 (0)1425 620008, or at [Dale.Vile@qnbi.com](mailto:Dale.Vile@qnbi.com)

Bob Tarzey - Service Director.

Areas of coverage: Channel, Alliances and Partner strategies. Contact on +44 (0)1753 855794, or at [Bob.Tarzey@quocirca.com](mailto:Bob.Tarzey@quocirca.com)

Jon Collins - Senior Associate Analyst.

Areas of coverage: Infrastructure, storage, security, eBusiness. Contact on +44 (0)1285 771433 or at [Jon.Collins@quocirca.com](mailto:Jon.Collins@quocirca.com)

Quocirca is a "media-friendly" organisation. We invite you to discuss any areas of interest with our analysts. Please contact each analyst directly, or contact Quocirca on +44 (0)1753 754838.

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