

**Bernt Ostergaard**  
**Service Director**  
**Network and Telco Systems**



Bernt Ostergaard is a service director working with Quocirca Ltd, focussing on WAN infrastructure and managed services, with particular emphasis on how increasing fixed and mobile WAN capacity impacts enterprise communications as well as their physical and virtual allocation of computing resources. His overall experience combines 20+ years of telco analysis with an in-depth understanding of technology development and deployment. Bernt's perspective is on the business impact from large enterprise to SMB.

Managed business services covers a wide area, around telecommunications, outsourcing, cloud services and business outcomes. It touches on telco service strategies, content and capacity provider positioning, software integration and application services.

Bernt is regularly quoted in the technology industry and mainstream business media and is a regular contributor of analytical content and user guides in various publications and blogs on Computer Weekly and WANspeak. He regularly delivers presentations from formal keynotes to informal talks at executive evening events.

With a background in social sciences and information theory, Bernt started his career as a technology assessment specialist in the Danish Ministry of Telecoms, first drafting policy papers for the Danish government in the early '80s on telco deregulation, and subsequently designing and implementing a nationwide database service for the fledgling wind turbine industry. He then spent six years developing the market for US MCI email services in Europe in the '80s – long before the Internet arrived. In the early '90s he joined Meta Group (which subsequently became part of Gartner Group) as senior European telco analyst. In the late '90s he was hired as a service director by Giga Information Group, Gideon Gartner's second coming, which was swallowed up by Forrester Research, where Bernt as VP for European telecom analyst worked to integrate the two environments. He then spent seven years with Current Analysis in various service director roles before joining the Quocirca team.

Bernt believes fervently that in order to analyse and provide guidance on business telecom strategies, one must not only preach – but also test ideas in entrepreneurial practice. To this end he has, between his analyst gigs, worked in four start-ups, the first developing relational database solutions for the scientific publishing industry, the second developing hospital drug procurement systems, the third designing luxury mobile devices, working with Sharp and Dior, and most recently a company developing Internet connected smart lighting.

Over the years, Bernt has published and edited several books on European media policy as a member of the EuroMedia Research Group. As a telco analyst, he has written numerous articles and many reports on the business impact and management of LAN and WAN services. Bernt also presents and contributes in seminars, video interviews and webinars, and has been involved in industry groups such as the EVUA and for several years he taught as an external lecturer in the Danish International Study program.

In his infrequent spare time Bernt is a sci-fi aficionado and has himself published a Danish language sci-fi novel, The Net Spinners. Academically, Bernt holds a masters degree in political science from Aarhus University.