

Bob Tarzey
Analyst and Director



Bob Tarzey joined Quocirca in 2002 as an analyst and became a director in 2004. His main area of coverage is IT security, networking, on-demand services and system management and performance. He also covers route to market for ITC vendors across enterprises, the mid-market, small businesses and the public sector. This includes coverage of the sales channel including resellers, distributors, systems integrators and independent software vendors (ISVs).

As with all Quocirca analysts Bob's focus is on the big picture, working to help businesses understand how they can benefit from a particular IT investment. This often includes looking at the total delivery of IT solutions, rather than specifics.

Much of Quocirca's market knowledge comes from its primary research and Bob has managed numerous projects targeted primarily at Europe but some also covering the USA, Far East, Middle East and Australia.

Bob writes regular analytical columns and blogs for Computing, Computer Weekly, Tech Republic, Computer Reseller News (CRN), Infosecurity Magazine and IT Director. He has written for The Times, Financial Times and The Daily Telegraph and provides general comment for the UK and European IT and business press.

Bob is a regular participant of round tables with various media bodies and since 2003 has acted as a judge for the CRN Channel Awards. Bob has also acted as a moderator at end-user and channel forums and regularly presents Quocirca's research at seminars and webinars including regular appearances for Computing, Computer Weekly and Infosecurity Magazine.

Bob has extensive knowledge of the IT industry. Prior to joining Quocirca in he spent 16 years working for US technology vendors including DEC (now HP), Sybase (now SAP), Gupta, Merant (now Serena), eGain and webMethods (now Software AG).

Bob has a BSc in Geology from Manchester University and PhD in Geochemistry from Leicester University.