

Clive Longbottom Founder and Research Director Business Process Facilitation



Clive Longbottom is the founder and research director of Quocirca. Trained as a Chemical Engineer, Clive understands that everything within a business is predicated on process, and that the only point of technology is in making sure that the processes run efficiently and smoothly.

Business processes cover a multitude of sins, and therefore Clive is a technical generalist, covering areas as diverse as storage, servers, operating systems, IT platforms, data centres, systems management, on-line services, big data and analytics – in fact, pretty much anything that can have an impact on the business. He strongly believes that analysts that are too focused on a single area may be able to help the IT department, but that they will generally fail in what they should really be doing – helping the business.

Clive is regularly quoted in the technology industry and mainstream business media and is a regular contributor of analytical content to various publications and frequently blogs on Computer Weekly. He regularly delivers presentations from formal keynotes at large events to informal off-the-cuff talks at executive dining evenings.

After training as a chemical engineer at Aston University, Clive worked as a research engineer for Johnson Matthey. In this role, he worked on several projects, including anti-cancer drugs, efficient NoX/SoX burners and a long period working on primary energy generation via fuel cells.

Through a bit of a long story, Clive ended up in IT, moving from Johnson Matthey through to National Power (now nPower) when the UK's Central Electricity Generating Board (CEGB) was privatised and broken up. Here, he worked on the customisation and implementation of Digital's All-In-1 Office Automation system across the whole of the company, integrating it into a front-end PC system and across many of National Power's back end systems.

As National Power downsized, Clive finally managed to leave the company – but returned as a consultant to carry out further work in integrating All-In-1 to other systems, such as creating an X.400/Telex gateway and a secure messaging system for National Power's global offshoot, International Power.

Clive was then approached by META Group (now part of Gartner), and much to his surprise – having never heard of industry analysts before – found himself as a META Group employee, standing on stage by the side of founder Dale Kutnick, presenting to a group of 350 people. As one of META Group's few international analysts, Clive found himself dealing with a large coterie of end-user clients around the globe in a mix of different verticals.

Leaving META Group, Clive spent a period of time with a small UK-based analyst group before setting up Quocirca. The idea behind Quocirca was not to take over the world of analyst houses, but to set up a small group of like-minded analysts who had a strong capability to talk to business people and provide advice as to what matters to them, as well as having a good understanding of technology.

Clive enjoys not only the general work of being an industry analyst, but also likes to get deep and dirty in discussing strategies with vendors and end user companies alike.

Clive has been elected as a Fellow of the Royal Society for the encouragement of Arts, Manufactures and Commerce (RSA). As part of this, Clive has written on how technology can be used to help underserved areas of the planet, and can help in making life better for people without imposing a view of everyone needing to move to cities or to change their aspirations.

In his spare time, Clive used to be a wolf handler. He now collects antiquarian books, bits of antique silver and glass made by the Harris family from Gozo, the Isle of Wight and the Ironbridge Gorge.