

Louella Fernandes
Principal Analyst
Managed print and document services



Louella is a respected and globally recognised analyst who has a wealth of experience and knowledge from 20 years' association with the printer industry. Her research and consulting experience includes strategic and competitive analysis of the managed print services (MPS) market and analysis of end-user MPS requirements from small businesses to large enterprises.

Quocirca's MPS Landscape reports are widely respected across the industry as providing an insightful and authoritative view of the global MPS market. Louella has also authored a variety of reports on the document security, mobility and the extension of MPS into broader business process services (BPS) and IT services (ITS) markets. Louella also presents on the evolving print market at vendor events, video interviews and webinars.

Prior to joining Quocirca in 2006, Louella was European Developer Relations Programme Manager at Canon Europe, focusing on expanding the availability of print and document solutions for Canon's range of digital copiers through ISV partners. Louella regularly publishes articles on her blog site louellafernandes.com

Louella has a BSc (Hons) degree in Computer Science from Aston University.