

Is This Asia-Pacific's Top Technology Speaker?



Graeme Philipson

Graeme Philipson is one of Asia-Pacific's best-known speakers on information technology and related issues. Over a twenty year career as a journalist and analyst he has tracked all the major changes in the industry, and developed a unique presentation style that brings to life the trends and helps explain the directions.

He has delivered scores of keynote presentations at conferences throughout the Asia-Pacific region. He also conducts workshops on IT trends and business writing, and consistently receives high ratings from his clients for his ability to clarify difficult technical issues.

Bringing the Computer Industry to Life

For many people, the computer industry and information technology is boring. It's all about dry market statistics and trends. There are unfamiliar technical terms and lots of acronyms. Things change quickly, and it seems like it is impossible to keep up with it all.

But it doesn't have to be like that. Analyst and journalist Graeme Philipson has a way of bringing the industry to life, and making even the most difficult subjects easy to understand. In a career spanning more than 20 years, he has seen it all and done it all. He has started numerous computer magazines and contributed to dozens more. He has worked at a senior level in some of the major analyst companies, and started and sold his own successful IT market research business. And he has become Asia-Pacific's best speaker on the IT industry and how to understand its dynamics.

Graeme Philipson knows the computer industry and he knows how to explain it. He is in demand as a speaker at vendor and user seminars and conferences, and consistently achieves high ratings for the depth of knowledge and the humour and wit he brings to the subject. Recent topics he has spoken on include:

The Evolution of eBusiness

- How has eBusiness evolved from earlier IT applications, such as ERP?
- What's the difference between eBusiness and eCommerce?
- The myth of the dot com crash – Why eBusiness is stronger than ever
- Why web services will change the face of eBusiness

Making Business Intelligence Work for You

- What is business intelligence, and where has it come from?
- Who are the major players? What is Microsoft doing?
- OLAP, data warehousing and data mining

Doing your own IT market research

- How do the IT analyst companies work?
- Free sources of IT analysis – using the Internet and other sources efficiently

10 Key IT Trends for the New Millennium

- The commoditisation of hardware
- Fewer software architectures
- ERP becomes eBusiness
- The rise of the Megavendor
- Bandwidth, bandwidth, bandwidth
- Digital content convergence
- When everything is a service
- Application development changes
- Embedded computing
- Faster, cheaper, smaller

And Many More!

Graeme Philipson's broad experience means he can speak with authority on most subjects in the information and communications technology industry. His talks are usually tailored to the needs of a particular audience. For some idea of the range of subjects he has covered, read his published articles at www.philipson.info

What Others Say About Graeme Philipson

“Graeme’s ability to convert complex technical matters into the straightforward language of business is a rare gift. That he does this with style, humour and the authority that comes with many years involvement in the information technology industry makes him a most entertaining and absorbing speaker.”

Derek Evans, Principal, Gotley Nix Evans

“Graeme has an amazing in-depth understanding of the local and international IT industry, and its players - past and present. With an easy going and informative speaking style it is always a pleasure to hear or read his views, and be entertained by his humour.”

Graham Young, Managing Director, Anagram International

“Graeme continues to deliver dependable insight and guidance on the key aspects of an ever changing information industry to the leaders of today’s key corporations. His style embodies in-depth critical commentary with humour that ensures audiences are both informed and challenged.”

Don Cooper-Williams, Marketing Director Asia Pacific, SAS Institute

“I’ve seen Graeme speak on numerous occasions and he injects energy and humour into even the most esoteric subject matter. His natural, impromptu style combined with his authority make him an excellent speaker choice.”

Rob O'Neill, Managing Editor, MIS magazine

“Graeme has a way of engaging people when he speaks. He provides not only content, but clarity and context, and can make the driest of topics interesting.”

Hugh Sutherland, Vice President Asia Pacific, FileNet

For more information, visit the website:

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Graeme Philipson is an independent consultant, analyst and writer specialising in the IT industry. Over a twenty year career he has become one of Asia-Pacific's best known and most respected IT market researchers, speakers and journalists. In recent years he has concentrated on electronic commerce and enterprise applications issues. He writes a weekly opinion column on IT trends for *The Sydney Morning Herald* and *Melbourne Age*, and is editor of CCH's 700 page *Australian Guide to eBusiness*, published in November 2001 (2nd edition July 2002).

In 1992 he was co-founder of Strategic Publishing Group (SPG) and its Strategic Research division. He was the founding editor of SPG's *MIS* (Managing Information Strategies) magazine, and originator of Strategic Research's unique user-based research program (acquired by GartnerGroup in 1996). SPG operated in Australia, New Zealand, Singapore and India, and was acquired by leading Australian publishing house John Fairfax Holdings Ltd in December 1999.

Mr Philipson is in demand as a speaker at user and vendor IT conferences, and frequently achieves high ratings for the depth of knowledge and the humour and wit he brings to the subject. In the last two years he has spoken at over two dozen conferences in the Asia-Pacific region, including many keynote presentations. He has frequently appeared on radio as a commentator on computers, and has conceived, promoted and chaired many major seminars and conferences on the computer and telecommunications industries.

His other research credits include: Senior Associate with the Butler Group (1998 to present), Asia-Pacific Demand Research Director for the GartnerGroup (1997-98), Senior Consultant to IDC Australia (1986-87) and Research Manager for the Yankee Group Australia (1983-84). His other writing credits include: editor of *Computerworld Australia* (1988-89), columnist in the computer section of *The Australian* newspaper (1993-97), Asia-Pacific correspondent for *Software* magazine of the USA (1991-95), and founding editor of the *Australian Apple Review* (1983).

He has written over 1000 articles and columns on information technology for many publications around the world. He has also written more than 30 published market research reports on the international IT industry, and has conducted many proprietary market research studies for vendors and computer publications. He is co-author of *How to Select a Personal Computer*, and has written three books for the international market: *Implementing CASE Technology*, *Mainframe Wars*, and *IBM's ESA Strategy*.

Mr Philipson has also worked as a travel journalist, computer salesman, computer operator, and librarian. He has a BA in Political Science and Modern History from the University of New England (Australia), and lives in Wollongong, Australia.