



MEDIA CONTACT: Adam Needles
the451 | Boston
617-413-6087
adam.needles@the451.com

Analysis Firm the451 Adds Key Analyst Talent to Its Ranks and Organizes Team to Enhance Enterprise Computing Coverage

*Tom Cook leads ERP/SCM analysis practice,
Rob Deane accelerates firm-wide enterprise security coverage;
Senior analysts Simon Robinson and Christopher Rose promoted to sector heads*

New York, May 13 – The451, an analysis firm covering the business of emerging information technologies, has completed a six-month initiative to enhance its coverage within key segments of the enterprise computing marketplace. New practice leaders have been hired to cover competitive marketplace developments within the enterprise resource planning (ERP), supply chain management (SCM) and enterprise security sub-sectors, and new sector heads have been named to deepen coverage in the451's Storage & Systems and Networks & Media sectors. Specific changes include:

- **Tom Cook, formerly of AMR Research and Hurwitz Group, has joined the451 as senior analyst for enterprise application software.** Tom now leads the451's coverage of the enterprise resource planning and supply chain management markets. Tom brings to the451 numerous years of experience as an industry analyst, along with more than 15 years of direct manufacturing sector operational and management experience. Tom is based in the Boston area.
- **Rob Deane, formerly of Datamonitor, has joined the451 as senior analyst for enterprise security.** Rob now leads the451's coverage of all aspects of the marketplace for data and network security within the enterprise – including authentication, digital rights management, firewalls, identity management, intrusion detection systems and virtual private networks. A key aspect of Rob's role is to ensure that enterprise security issues are an integral part of the451's coverage across all of its sectors. Rob is based in the451's New York headquarters.
- **Simon Robinson, a veteran of the451, has been promoted to sector head for the451's Storage & Systems sector.** Since joining the451 in April 2000, Simon has been focused on identifying emerging trends and technologies in storage management – including IP storage, NAS, SAN and storage resource management – and enterprise software – including applications, middleware and systems management. Simon's new role will allow him to extend his scope of coverage while working with key colleagues to intensify the451's focus on those technology segments that are at the leading edge of marketplace activity. Simon is based in the451's new London office.

- continued -

Analysis Firm the451 Adds Key Analyst Talent to Its Ranks and Organizes Team to Enhance Enterprise Computing Coverage – 2-2-2-2-2

- continued -

- **Christopher Rose, who has been with the451 since 2002, has been promoted to sector head for the451's Networks & Media sector.** As an analyst for the451, Chris has focused on network management, wireless LANs and related markets – drawing on years of networking and communications industry experience, most recently as head of Web strategy for Band-X and formerly as managing/executive editor of *CommunicationsWeek International* and *Total Telecom*. Chris will oversee the diversification of the451's Networks & Media coverage, and, working with colleagues, he also will intensify the451's focus on those technology segments that are at the leading edge of marketplace activity. Chris also is based in the451's new London office.

“Through a strengthened analyst team and increased focus in key areas, the451 is sharpening its ability to identify and illuminate critical issues in emerging markets and to fully assess the product, marketing and business strategies of key market participants,” commented John Abbott, chief analyst for the451. “We are thrilled to have Tom and Rob join our team and to have Simon and Chris move into new roles as sector heads.

“The451 is a firm that is uniquely focused at the nexus of technology innovation, corporate strategy and financial or financing impact, and our efforts are directed at delivering insight to a senior executive and investor audience. So it is critical that our analysis practice areas are led by individuals who can understand the competitive marketplace in the broadest sense, but who also are able to distill for our clients the key business opportunity within or the key challenge facing emerging information technologies. With these new enhancements to our team, I am confident that we will continue to improve service to our clients significantly.”

About the451

The451 is an analysis firm covering the business of emerging information technologies for a senior executive audience. The firm delivers timely, research-based insight that delves deeply into the dynamics and impact of newly commercialized technologies in all major segments of the enterprise computing marketplace.

The firm is headquartered in New York, with staff in key regional locations, including San Francisco and Silicon Valley, the Boston/Route 128 area and London. For additional information on the451 or to apply for a client trial online, go to the firm's website: www.the451.com

- ### -