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Analysis Firm the451 Deepens Expertise Base in Mobile Enterprise Applications and Networks with New Analyst-Team Additions

Tony Rizzo strengthens mobile software and systems coverage as new head of Mobile sector; Max Smetannikov contributes wireless LAN expertise as Networks & Media sector analyst

New York, August 5 – Two recent analyst-team additions have deepened the expertise base in mobile enterprise applications and networks for the451, an analysis firm covering the business of emerging information technologies.

The451 has placed a strong priority on its research and analysis centered around technologies that address the mobility of applications, communication infrastructure and data for enterprises. The firm believes a primary driver of emerging growth in this area is the latent demand for enterprise mobility technologies that integrate with existing enterprise infrastructure – enhancing, not replacing, existing IT investments. Enabling software and networking equipment are two key pieces, and these will serve as the focal points of contributions by the451’s new analysts.

Specific roster additions are:

- **Tony Rizzo, a recognized industry consultant in enterprise systems, networks and software, has joined the451 as sector head for the451’s Mobile sector.** Tony now leads the451’s investigation of key emerging markets for software and related technologies that enable enterprise mobility. Tony formerly was founding editor of *Microsoft Systems Journal* and one of several founding editors of *Network Computing* magazine, and most recently he served as an industry consultant on enterprise mobility technologies, including a year with Ernst & Young. He has particular expertise in core Internet-enabling technologies, which has included work as editor in chief of *Netguide*, the first publication devoted to covering the Internet, editor in chief of *Internet World* and as the former assistant director of The Information Technologies Institute at New York University. Tony is based in the451’s New York headquarters.
- **Max Smetannikov, formerly of telecom-industry researcher Current Analysis, has joined the451 as analyst for networks and infrastructure.** Max contributes primarily to the Networks & Media sector with an emphasis on assessing marketplace opportunity for enterprise networking technologies that enable wireless access, voice over IP and enterprise telephony. Prior to his work with Current Analysis, Max was a senior writer for *Inter@ctive Week* and a senior editor at Phillips Business Media, and his past experience has included work for the Bloomberg organization. Max is based in the Washington, DC area.

“We are pleased to have Tony and Max join our team,” commented John Abbott, chief analyst for the451. “Their expertise in emerging markets for enterprise mobility technologies will be a strong addition to our existing base of research and analysis.”

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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

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