



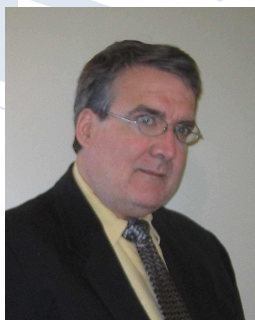
# BJ Dooley Technical Information Services

BJ Dooley Technical Information Services (BJDTIS) is a research, analyst, and consulting firm focusing upon the IT and telecommunications sectors. We are experienced in completing a wide range of projects, from market and technical research to case studies, brochures and manuals, for an international clientele.



## Areas of Expertise

- **Technology research**, including overviews of key business technologies, with in-depth analysis of significance, effectiveness, management issues, product usage, and market status;
- **Market research**, including market sizing, competitive analysis, feature comparison, product analysis and local market scoping through Web research and telephone interviews;
- **Consulting** on a diverse range of topic areas in business and Information Technology, including Open Source software, Enterprise Risk Management, and Cloud Computing;
- **White papers**, discussion papers, ROI studies, product usage analysis;
- **Magazine features**, press releases, and case histories;
- **User manuals**, technical manuals, brochures, and procedural manuals for hardware, software and consumer electronics products, and for business processes;
- **Online documents**, Help systems, Web pages, and multimedia.



Brian J. Dooley

Our clients include research companies such as Seybold, IDC, Gartner, Faulkner and PriceWaterhouse; consulting companies such as Cutter Consortium and Infotech; publishers, such as TAB books, Heritage Books, Wordware, and IDG Communications; and a diverse range of hardware, software, and consumer electronics companies.

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# Publications in 2010



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MAGAZINE FEATURES			
Title or Description	Client	Title or Description	Client
Bridging the technical and sales divide	<i>New Zealand Reseller News</i>	Partner programme upheaval: Who is unearthing...	<i>New Zealand Reseller News</i>
Business intelligence, the power of information	<i>New Zealand Reseller News</i>	Security - the small and medium business challenge	<i>New Zealand Reseller News</i>
Death by a thousand devices	<i>New Zealand Reseller News</i>	Storage - making the most of the data boom	<i>New Zealand Reseller News</i>
Enabling the next-generation network	<i>New Zealand Reseller News</i>	Top tech, what should be on the watch list	<i>New Zealand Reseller News</i>
Managed services, the cloud and Web 2.0	<i>New Zealand Reseller News</i>	Virtualisation: from server & desktop to the net	<i>New Zealand Reseller News</i>
Open source and customer choice	<i>New Zealand Reseller News</i>		

CASE STUDIES AND PR			
Title or Description	Client	Title or Description	Client
EnergySmart Case Study	<i>Enabling Technologies</i>	Jet Technologies Case Study	<i>Enabling Technologies (Australia)</i>
Janda Furniture Case Study	<i>Enabling Technologies (Australia)</i>	Sound Music Case Study	<i>Enabling Technologies (Australia)</i>

COPYWRITING			
Title or Description	Client	Title or Description	Client
Solution Sheet: Compliance Management	<i>Modulo Security LLC (Brazil)</i>		

NEW REPORTS			
Title or Description	Client	Title or Description	Client
Open Source in the Asia/Pacific Region	<i>Asian Technology Information Program</i>	Briefing: Methodologies for Crowdsourcing	<i>Cutter Consortium</i>
Agile and SOA	<i>Cutter Consortium</i>	Briefing: Simplification of Risk Management	<i>Cutter Consortium</i>
Cloud Implications for Agile Development	<i>Cutter Consortium</i>	Briefing: Skill Sets of Tomorrow	<i>Cutter Consortium</i>
The Emerging Risk Environment	<i>Cutter Consortium</i>	Briefing: Social Networking Risks and Oversight	<i>Cutter Consortium</i>
Briefing: Key Strategic Trends for 2010	<i>Cutter Consortium</i>	Briefing: Trends that will Define Tomorrow	<i>Cutter Consortium</i>
Briefing: Outsourcing to Brazil	<i>Cutter Consortium</i>	Briefing: User-Driven Apps to Enterprise IT (EA focus)	<i>Cutter Consortium</i>
Briefing: Risk vs. Opportunity in Innovation	<i>Cutter Consortium</i>	C-Level Executive Attitudes in SaaS Adoption	<i>Saugatuck Technology</i>
Briefing: Contracting Workgroups and Departments	<i>Cutter Consortium</i>	Perspective: Cloud in Asia-Pacific	<i>Saugatuck Technology</i>
Briefing: Innovation Factories	<i>Cutter Consortium</i>	Perspective: Open Source and SaaS	<i>Saugatuck Technology</i>
Briefing: ITIL v3 and What it Means for Business	<i>Cutter Consortium</i>	Perspective: SAAS in Asia-Pacific	<i>Saugatuck Technology</i>

RESEARCH AND CONSULTING			
Title or Description	Client	Title or Description	Client
Query: Collaboration Intranet	<i>Cutter Client Research</i>	PAR 3947: Position of Oracle's AIM versus OUM	<i>The Advisory Council (TAC)</i>
Query: Document Management Systems	<i>Cutter Client Research</i>	PAR 3961: e-Portfolios	<i>The Advisory Council (TAC)</i>
Query: Vulnerability Management	<i>Cutter Client Research</i>	PAR 3993: Enterprise App to Monitor PC Health	<i>The Advisory Council (TAC)</i>
Inquiry - Performance Rating Sat-based WAN vs. mobile	<i>Experture</i>	PAR 3994: Call Center Cost Allocation	<i>The Advisory Council (TAC)</i>
Research Note: Major Service Management Models	<i>Experture</i>	PAR 3943: Hitachi's Strategic Moments in 2009	<i>The Advisory Council (TAC)</i>

Want to get your project on next year's list? Contact Brian J. Dooley at [bjd@bjdooley.com](mailto:bjd@bjdooley.com)