

# Analyst Biography

## Tim Jennings Research Director



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### Expertise

Primary:  
Software Infrastructure  
Secondary:  
IT Policy & Strategy

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Tim is one of Europe's most experienced IT analysts with expertise gained in a broad spectrum of technology areas working with both vendors and end-users in his 20-year career in the IT industry. His roles have included software development in the public sector, consultancy work in the manufacturing and retail sectors, and he has also represented overseas software vendors in the U.K. market.

Tim joined Butler Group in 2000, specialising in Application Deployment and Integration. In 2001 Tim was appointed to the position of Research Production Director, and in 2004 joined the Butler Group board as Research Director. In this role, Tim spearheads Butler Group's research programmes as well as managing relationships with the technology industry and end users.

Tim's appointment comes after a period of sustained growth by Butler Group that has included the recruitment of some of Europe's foremost IT analysts, and has culminated in the company becoming part of Datamonitor plc at the start of 2005. Tim has been instrumental in building this analyst team, and as a Board member he is responsible for directing Butler Group's research agenda. In conjunction with company founder, Martin Butler, Tim co-authors TECHwatch, Butler Group's highly regarded monthly on-line journal, renowned for its forthright opinion on the IT industry and vendors.

Tim's research interests include software infrastructure, enterprise application integration, enterprise content management, and IT governance. Tim has authored or co-authored major Butler Group reports on "Integration Strategies", and "Enterprise Content Management", and in addition to his technology interests, now writes extensively on IT strategy and Information Economics.

Tim is a frequent speaker at both Butler Group and external events, and has covered topics such as Business and IT Alignment, Measuring IT Costs and Value, Business Process Integration, and Future Directions in Content Management. Tim joins Martin Butler in presenting the company's highly respected IT Master Classes, in both the UK and internationally, and regularly hosts similar events in Australia.

Tim's views on IT issues are regularly quoted in both trade and national press, including Financial Times, The Guardian, Computing, Computer Weekly, and IT Week, and he provides much-valued advice to both vendor and end-user organisations.