



**springboard
research**

Springboard Research Acquires Hydrasight

Acquisition expands Springboard's reach into the end user IT research market and continues growth of alternative IT industry research services in Asia Pacific

Singapore & Sydney, March 5th, 2010 – Springboard Research, a leading innovator in the IT market research and analyst industry, has announced its acquisition of Hydrasight, a very well respected independent IT industry analyst firm based in Australia. The acquisition is effective immediately, with integration expected to be completed by midyear 2010. The Hydrasight business will continue to operate as normal until the integration is complete.

The acquisition of Hydrasight is expected to both expand Springboard's coverage areas in the Asia Pacific region and to provide services specifically targeted at enterprise-class consumers of technology. Hydrasight's Research Director, John Brand, will drive a new end-user focused capability for Springboard that will draw upon both company's strengths.

"Springboard Research has continued to grow exponentially since its inception and we believe the global financial crisis strengthened our company rather than weakened it. The acquisition of Hydrasight enables us to deliver new research services tailored to the unique end user needs of commercial enterprises and public sector organisations in the Asia Pacific region" said **Dane Anderson, CEO and EVP of Research for Springboard.**

The acquisition signals the inevitable merging of independent IT industry research firms in the face of increasing market consolidation driven primarily by North American-centric analyst firms. Enterprise technology consumers have previously had to accept global IT research or utilise niche analysts from a variety of local or specialist firms. This acquisition will provide a significant Asia Pacific based and focused alternative for the provision of IT industry research services relevant to geography, industries and organisations of various sizes with specific technology environments.

"The way organisations generate and consume information about IT trends and technologies has changed considerably over the last decade" said **Hydrasight's John Brand.** "No longer are the trends being dictated by industry analyst 'thought-leaders'. Now, they're being driven by the consumers of technology themselves."

As a result, Hydrasight provided access to much of its published research free-of-charge in recognition of its clients own contribution to relevant IT industry research. Rather than generic mass-published research or consulting services, Hydrasight's business model has always focused on providing an

independent oversight role, advising steering committees and project teams, and helping to bridge the expectation gaps between business users, technology vendors and internal IT organisations. Now, with the combined resources of Springboard and Hydrasight, end users will further benefit by being able to access a wealth of high quality, timely and **localised** industry research.

“Enterprise consumers of technology previously utilised consultants to provide independent advice. However, most organisations now have plenty of service providers with ‘skin in the game’. What they ultimately lack is truly independent, objective advice that provides analysis of both IT products *and* IT service providers. In this regard, IT industry research analysts must be less thought-leaders and more thought-movers” says Brand.

Springboard Research already has a reputation for providing valuable IT industry research and analysis, and high quality advice to clients in the Asia Pacific region. Hydrasight has a reputation for strong client relationships and the ability to provide pragmatic, accessible and actionable advice. By bringing together the strengths of the two organisations, enterprise consumers of technology – particularly those with substantial investments in IT – will now be able to access more relevant, valuable and tailored analysis for the Asia Pacific region.

About Springboard Research

With visionaries others pursue, methods others neglect and ideas others don’t consider, Springboard Research not only seeks to lead an industry – we seek to transform it. Leveraging our pioneering research model and industry thought leaders, Springboard provides greater insight, analysis, and innovation specific to global emerging markets. Working with leading technology vendors, IT professionals, and local channels, Springboard helps our clients lead, rather than follow, market trends.

Springboard has a global presence with research centers in Singapore, Australia, China, India, Japan, Malaysia, Pakistan, the UAE, and the US. We have been acknowledged as an emerging leader and for the last three years been named a “Rising Star” in the global IT market research industry by Outsell, the leading research and advisory firm for the information industry. For more information and access to Springboard’s research, please visit www.springboardresearch.com

About Hydrasight

Hydrasight is an Asia Pacific focused, independent IT industry research and advisory firm that helps enterprise consumers of IT optimise their investments in technology. Hydrasight differs from other research and advisory firms by offering ongoing subscription services and independent oversight of IT projects. The company advises some of the biggest and most complex organisations both regionally (Asia Pacific) and globally.

Hydrasight’s unique research and advisory services helps organisations to lower IT project risks, optimise IT budgets, communicate more effectively with key business sponsors and break deadlocks on internal decision making.

Hydrasight was launched in October 2005 and is headquartered in Sydney Australia. It serves the strategic information needs of private enterprises, government departments, and technology vendors in the Asia Pacific region by coaching and advising organisations to make better decisions faster. Hydrasight provides independent, objective, futuristic, and pragmatic advice to navigate real-world business and technology needs.

"Insight. Foresight. Hydrasight."
The external perspective inside your team

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