



Andy Buss joins Canalys

Canalys expansion continues with recruitment of new Analyst to drive mobile and wireless research

For immediate release:

Monday 15th January 2001 – Canalys started the new year by announcing that Andy Buss had joined the company. Andy was previously a business process consultant at Sunrise Software.

Andy brings with him an excellent knowledge of the market for mobile and wireless devices. He will continue his research into these markets and develop Canalys' forthcoming **Mobile Analysis** continuous information service, producing well-informed, conclusion-led reports, publishing industry-leading research data and forecasts and setting the agenda for the wireless press. He will also be prominent in Canalys' consulting projects in this exciting field.

Senior Analyst Sandy Fitzpatrick said, "We were very lucky to grab Andy. His acute analytical skills, enthusiasm for, and knowledge of the rapidly evolving market for mobile devices and services will ensure that our new service is quickly established as the key source of market analysis and advice in this field."

Andy Buss said, "I started the year rested and looking for new challenges. The first was to find a respected company with a .com culture, a sustainable business model, and a part to play in shaping the future of the technology industry. I've done that now and I'm looking forward to helping Canalys provide its clients with the best advice available in the mobile marketplace."

Prior to joining Canalys, Andy was a business process consultant within the Professional Services Division of Sunrise Software. Andy's responsibilities included establishing a quality assurance division, feature requirements analysis and product architecture and design. He represented the Professional Services Division to a host of blue-chip international clients and on numerous internal taskforces. His work involved delivering strategic presentations and conclusion-led analytical reports. In his final role he was appointed team leader for the consultancy group.

Andy developed his interest in the high-tech industry while completing an MSc in the Management of Intellectual Property from Queen Mary and Westfield College, part of the University of London. His research focused on branding, trademarks and competition law and he was awarded the Herchel Smith Scholarship. Andy also has a first class honours degree in Molecular Biology and Biochemistry from the University of Durham. Andy spent his childhood in South Africa, where he first developed his passion for sailing.

Canalys' mission is to become established as the leading strategic analysis company for the technology vendor community, covering areas such as e-business, mobile market opportunities, and routes-to-market for high-tech products and services.

For more information:

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