



CCS INSIGHT EXPANDS COVERAGE OF ENTERPRISE RESEARCH

Creative Intellect Consulting Joins CCS Insight

CCS Insight is expanding its enterprise research division with the announcement that Creative Intellect Consulting will become part of the technology analyst firm. Bola Rotibi, Research Director at Creative Intellect Consulting, will join CCS Insight as Research Director, Software Development, and will lead the company's insights into software development and delivery.

Bola Rotibi has over 25 years' experience as an IT industry analyst, consultant and speaker. She is an expert in software development technologies, product and processes; application life cycle services; and software modelling, testing and performance. She founded Creative Intellect Consulting in 2010. Prior to this, she worked at analyst houses Ovum and MWD Advisors. She is a Chartered Engineer and before becoming an industry analyst, worked as a senior software developer and a chemical and process control engineer.

The move rapidly expands CCS Insight's growing coverage of enterprise IT market trends. It builds on existing research capabilities in cloud computing, enterprise AI and machine learning, business applications of the Internet of things, and the digital workplace.

"We are absolutely delighted to welcome Bola and her team", states Nick McQuire, Vice President of Enterprise Research at CCS Insight. "They bring first-rate knowledge of software development technologies, processes and market trends, which are all vital areas in enterprise transformation. Their experience will not only improve our enterprise research, but also increase the value we offer to our customers."

Bola Rotibi says "As the new Research Director of Software Development at CCS Insight, I'm truly excited to be bringing research insights and technical expertise to an analyst firm that is so well-respected. By becoming part of CCS Insight, we'll greatly extend our research in the software development sector and continue to offer unrivalled expertise to an ever-changing industry. I'm looking forward to working together to create a world-class service for our clients".

Shaun Collins, CEO of CCS Insight, states "The past 12 months have been hugely successful for CCS Insight and, building on this growth, we're expanding again in 2019. Bringing Creative Intellect Consulting and Bola into CCS Insight means we will be able to widen our enterprise research into the fast-growing software development sector".

About CCS Insight

CCS Insight is a global analyst company focussing on technology. It provides comprehensive services that are tailored to meet the needs of individual clients, helping them make sense of the connected world. Follow @ccsinsight on Twitter or learn more at ccsinsight.com

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