
BIOGRAPHY



Tony Lock

Programme Director
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As Programme Director, Tony is responsible for driving coverage in the areas of Systems Infrastructure and Management, IT Service Management, Outsourcing, and emerging hosting models such as Software as a Service and Cloud Computing. Beyond technology, Tony also considers the role of financial models in relation to IT investment.

One of the areas that interests Tony is how developments in infrastructure and communications technologies allow more innovative and effective ways of delivering services to the business. His in depth knowledge of mainframe, server and storage technology and their operational management puts him in an ideal position to drive through theory to real world practicalities.

Based in Germany, Tony joined Freeform Dynamics in 2007. He has been an industry analyst since 2000, originally with Bloor Research, then later with Sageza. Before this, he gained extensive experience in the vendor arena working for Amdahl, and also has a strong practitioner background in IT and Systems Management with companies like BG, BP and BT.

Current Areas of Focus

Systems, ITSM, Outsourcing, SaaS/Cloud

About Freeform Dynamics

Freeform Dynamics is a research and analysis firm. It tracks and reports on the business impact of developments in the IT and communications sectors across EMEA and the USA.

As part of this, it uses an innovative research methodology to gather feedback directly from those involved in IT strategy, planning, procurement and implementation. Output is therefore grounded in real-world practicality for use by mainstream business and IT professionals.

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