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Frederic Giron serves CIOs and their business partners by predicting the long-term business impact of business technology. His research focuses on software-asset-based models and their role in clients' digital transformation initiatives; he also analyzes the shifting and consolidating tech services and outsourcing markets.

In addition, Frederic regularly advises end user clients on the technology services providers and markets in Asia, helping clients understand the landscape as well as best practices for service provider selection in Asia. Frederic is a frequent public speaker and is regularly quoted by leading business newspapers and IT magazines.