

# Fred Giron

VP, Research Director at Forrester Research

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## Summary

Frederic 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.

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## Experience

### **VP & Research Director at Forrester Research**

January 2014 - Present (10 months)

At Forrester Research, Frederic Giron is responsible for helping to define and drive innovative research and solutions that help inspire and guide the decisions of global executive leaders. He is primarily involved in developing and leading a high-performance team committed to an innovative and actionable research and advisory agenda that addresses the strategic needs of customer-obsessed leaders and their teams. Frederic is also responsible for ensuring the quality of the research that the Asia-Pacific research team produces.

His research focus covers tech-driven business transformation, analyzing the shifting and consolidating IT services and outsourcing market, as well as underlying IT market dynamics in Asia Pacific. His research examines new constituencies of buyers and suppliers that are currently reshaping and recasting the IT services market.

### **VP, Principal Analyst at Forrester Research**

June 2012 - Present (2 years 5 months)

At Forrester Research, Fred Giron is responsible for providing better market insights to clients in the IT Services space in Asia. He is primarily involved in expanding and developing the research coverage of the Asia IT Services market and development of Asia based research and consulting accounts.

Frederic also tracks the development of new business models in the IT services industry globally. In particular the move towards software asset based operating models.

Frederic is responsible for Forrester's ICT market sizing and forecasting efforts in the Asia region.

### **VP - Principal Analyst and Country Manager India at Forrester Research**

May 2011 - May 2012 (1 year 1 month)

At Forrester Research, Fred Giron is responsible for providing better market insights to clients in the IT Services space in APAC. He is primarily involved in expanding and developing the research coverage of the

APAC IT Services market and development of APAC- and MEA-based research and consulting accounts. As the operational head of the India office, he is also responsible for managing ongoing research projects, internal communications, management and team-building efforts at Forrester Research India.

### **VP Services, India & MEA at Springboard Research**

April 2010 - May 2011 (1 year 2 months)

- In charge of the Services Research Practice, India Research Center and Middle East and Africa (MEA) region for Springboard Research.
- Responsible for the strategic direction and growth of the company's IT Services practice. He is primarily involved in expanding and developing the research coverage of the APAC IT Services market and development of APAC- and MEA-based research and consulting accounts.
- Operational head of Springboard's India office: responsible for managing ongoing research projects, internal communications, management and team-building efforts.

### **Research Director at Pierre Audoin Consultants (PAC)**

August 2004 - 2010 (6 years)

Program Director for several market research programs in Europe on Software and IT Services industries, including offshore, delivery models, embedded systems...

*2 recommendations available upon request*

### **Consultant at Pierre Audoin Consultants, Inc.**

March 2000 - March 2004 (4 years 1 month)

Incharge of developing the business activity of the US branch of Pierre Audoin Consultants. Built product lines, developed marketing strategies, established brand recognition... Managed production of studies on the US market. Led business development programs (partner search) for software and IT services companies.

### **Consultant at PwC Consulting**

1999 - 2000 (1 year)

SAP consultant

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## Projects

### **Next-Generation Services Offer A New Path To Digital Transformation**

September 2014 to Present

Members: Fred Giron

CIOs understand the urgency of ramping up their business technology (BT) capabilities — including systems of engagement — to help the business win, serve, and retain customers. Increasingly, CIOs realize that they cannot do this alone and that their firms will require partners that can help deliver agile services quickly that yield predictable business outcomes. Some service providers are responding to these challenges with a new breed of "managed services" that focus on delivering such results. In this report, Forrester identifies the four key attributes of these next-generation services and how CIOs can benefit from them.

## **The Forrester Wave™: Business Intelligence Service Providers In Asia Pacific, Q4 2013**

September 2013 to November 2013

Members: Fred Giron, Michael B.

Positioning of leading BI service providers in Asia-Pacific

### **Case Study: India's BLP Sources Long-Term Business Innovation**

November 2013 to December 2013

Members: Fred Giron

Most organizations look only at provider capabilities and cost when sourcing IT services. The lack of long term vision of success for the partnership often leads to poor satisfaction on both parts. BLP took a different approach and ensured that the selected provider would bring long-term business value.

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## **Publications**

### **Leveraging Outsourcing Services To Accelerate IT Maturation**

Forrester Research April 5, 2013

Authors: Fred Giron

In terms of IT maturity, companies in emerging Asia — that is, Asia Pacific excluding Australia, Japan, and New Zealand — lag behind their Western counterparts. Up to now, the lack of internal IT processes, tools, and skills has not been a major issue for business stakeholders, as the passion and dedication of their internal IT teams have typically been good enough to ensure that IT systems worked and adequately supported business growth. New challenges, including ambitious expansion outside of their home markets as well as a perfect storm of technology innovation, are forcing organizations to demand improved maturity from their IT departments. This report presents case studies of companies that have leveraged outsourcing services to help accelerate their IT maturity. We describe the outsourcing models, sourcing criteria, and other key success factors that have helped these companies evolve their IT capabilities from merely facilitating technology deployment to fully enabling business technology (BT) innovation.

### **Case Study: HP Leverages Software Assets To Deliver Business Innovation To Automakers**

Forrester Research March 14, 2013

Authors: Fred Giron

Global automotive markets are being transformed by the combined effects of environmental concerns, the fast growth of emerging markets, and changing consumer behavior. In particular, the automotive industry is increasingly questioning the role of the dealership, as customers prefer online channels for researching and comparing potential car purchases. Original equipment manufacturers (OEMs) must react to these changes by transforming the way they engage customers to better respond to their fast-increasing expectations. HP Enterprise Services (HP ES) has leveraged software assets to develop a dealer management system (DMS) that helps OEMs embrace this transformation. This report shows how organizations can leverage software asset-based solutions to improve the business outcomes of their IT investments and illustrates why they are increasingly important to sourcing and vendor management (SVM) professionals.

### **Asset-Based IT Services Shift Service Vendors' Operating Models**

July 11, 2012

Authors: Fred Giron

Forrester has previously described why the move to software asset-based offerings has been slow to date and what steps service vendors are increasingly taking in order to successfully grow their solution accelerator footprint. Yet most of the service providers we talk to are struggling to fully understand and embrace the changes that a move toward asset-based IT services requires. Asset-based services require a massive cultural change that affects vendors' strategy, organization, and the processes and tools they need to implement. To help vendor strategists understand the requirements and prepare for the paradigm shift in their operating models, this report dives deeply into the best practices for developing and managing the software assets that provide the crucial underpinning of asset-based services.

## **AUSTRALIA, CHINA, AND INDIA SET THE PACE IN ASIAN IT SERVICES**

November 16, 2011

Authors: Fred Giron, John McCarthy

Different factors will drive the growth of the IT services and outsourcing industries in Australia, China, and India. In Australia, as-a-service offerings, mobile application development, and mobile process reinvention will represent more than 50% of this growth in value by 2015. The mining and resources sector boom will hold interesting but challenging growth prospects for IT services vendors. In China, companies will leverage the domain expertise of their IT services providers to automate and modernize their systems. Systems integration will be the main growth contributor until 2015. In India, as in China, governance maturity levels will hinder the development of as-a-service offerings until 2013. Growth in India will come primarily from the financial services, telecom, and public sectors.

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## Languages

<b>French</b>	(Native or bilingual proficiency)
<b>Spanish</b>	(Professional working proficiency)
<b>English</b>	(Native or bilingual proficiency)

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## Skills & Expertise

**Market Research**  
**International Project Management**  
**Marketing Strategy**  
**Competitive Analysis**  
**Market Planning**  
**Competitive Intelligence**  
**Market Analysis**  
**Segmentation**  
**Data Modeling**  
**Demand Forecasting**  
**Market Sizing**  
**Outsourcing**

**Cloud Computing**  
**Market Intelligence**  
**Strategy**  
**Business Intelligence**  
**Management Consulting**  
**Go-to-market Strategy**  
**New Business Development**  
**Vendor Management**  
**Management**  
**Program Management**  
**Project Management**  
**Analytics**  
**CRM**  
**Business Development**  
**Business Strategy**  
**Enterprise Software**  
**Consulting**  
**Business Transformation**  
**Analysis**

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## Education

**ENSEEIH - Ecole Nationale Supérieure d'Electrotechnique, d'Electronique, d'Informatique, d'Hydraulique et des Télécommunications**  
Engineering, Electronics, 1996 - 1999

**Saliege**  
1995 - 1996

**La Providence**  
1991 - 1993

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## Interests

Photography, RC planes, skiing, paragliding...

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## 2 people have recommended Fred

"As COO of Pierre Audoin Consultants, I was Frederic's immediate supervisor for quite a few years. He tackled all his assignments with dedication. He is one of the few intelligent, ambitious and likable young men that worked for me."

— **Cliff S.**, *COO, Pierre Audoin Consultants (PAC)*, managed Fred at Pierre Audoin Consultants (PAC)

"I know Frederic since more than 10 years....I hired him as a junior consultant working with our US subsidiary ...Then he came at PAC Paris as a senior consultant , then as a Director... Frederic is a great professional...With PAC , he became one of the (few) most recognized strategic experts of the European IT Services Industry ...His domains of excellence include project management , market forecasts , strategic vision on the future of this industry.... I strongly recommends Frederic..... J . F . PERRET Past CEO Pierre Audoin Consultants"

— **Jean-François P.**, *C.E.O, Pierre Audoin Consultants (PAC)*, managed Fred at Pierre Audoin Consultants (PAC)

[Contact Fred on LinkedIn](#)