

FINAL FOR DISTRIBUTION**AOTMP Acquires Blue Hill Research**

Acquisition Adds Fresh Content and Expertise in New Technology Trends to AOTMP Research Practice

INDIANAPOLIS—9 January 2018— AOTMP, a global information, research and advisory firm for telecom management best practices and industry standards, today announced the acquisition of Boston-based Blue Hill Research, a technology research firm focused on providing timely guidance for organizational technology investment.

The acquisition will enable AOTMP to build upon its strong position within global enterprise telecom/mobility/IT environments by capitalizing on Blue Hill Research's strong position with the vendor community and expertise in new technology trends and user adoption. "We are excited to have Blue Hill Research join forces with AOTMP to take our research practice to an entirely new level," said Tim Lybrook, AOTMP President & CEO. "Bringing together these teams gives us many more points of intelligence around what technology leaders are thinking and planning that will drive more valuable research studies and trending for our clients of all sizes."

The acquisition includes all assets of Blue Hill Research. The research, analyst, client services and sales teams will join AOTMP and founder and Research Fellow, Ralph A. Rodriguez will take on the role of Strategic Advisor at AOTMP where he will work closely with Stacy Hiquet, Chief Content Officer and Timothy C. Colwell, SVP, Efficiency First[®] Adoption as the combined company looks to integrate Blue Hill Research into the AOTMP Research Practice.

"We have long admired AOTMP and the complementary offerings make sense at a time when the telecom and IT space is changing and evolving rapidly with the emergence of new technologies driving the consumerization of IT," says Ralph A. Rodriguez, Blue Hill Research Founder.

Over 1,000 pieces of Blue Hill research content covering key industry reports, analyst insights, podcasts, infographics, webinars and blogs will be added to the AOTMP Research Library, making it one of the largest telecom and IT topic-specific data bases in the world.

"Combining enterprise end-user and vendor research insights into one complete research offering is of major importance for the three key technology stakeholders in all organizations - technology, finance, and line-of-business executives," says Tony Rizzo, Senior Research Director, AOTMP and Chief Research Officer, Blue Hill Research. Rizzo further notes that, "Joining together the deep technology expertise of AOTMP and Blue Hill collectively creates exactly the actionable insights businesses need to make highly informed technology decisions."

Blue Hill Research will become a division of AOTMP. Terms of the cash and stock deal remain confidential.

ABOUT AOTMP

AOTMP is a global information, research and advisory firm for telecom management best practices and industry standards. We deliver actionable insight, data, and best practices through our Efficiency First[®]

Framework that equip telecom, IT, and mobility leaders and vendors to achieve telecom management industry excellence. For more information, visit aotmp.com.

ABOUT BLUE HILL RESEARCH

Founded in 1993, Blue Hill Research, an NTA company, is a provider of research and analysis on the global IT and software industry, developer of total cost ownership measurement (TCO) return on investment (ROI) and anatomy of decision (AOD) analysis. Blue Hill's annual research agenda includes enterprise mobility, analytics, business intelligence (BI), cloud, security, legal technologies, governance & risk management, financial operations, enterprise performance management, Internet of Things (IoT), virtual and augmented reality and wearables.

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