



Uptime Institute™



the 451 group

The 451 Group Announces the Acquisition of Yankee Group

Acquisition of research and advisory firm covering the mobile and communications industries extends The 451 Group's capabilities as a global research, advisory, data and certification firm focused on the evolution of Digital Infrastructure

NEW YORK, January 3, 2013 – The 451 Group, the corporate parent of [451 Research](#) and [Uptime Institute](#), today announced the acquisition of [Yankee Group](#), the preeminent research, data and advisory firm equipping enterprises to profit in a mobile world, from Alta Communications, a Boston-based private equity firm.

Founded in 1970 by Howard Anderson, Yankee Group emerged as the first independent information technology market research and advisory firm focused on the communications industry. Throughout its history, Yankee Group maintained and extended its reputation for independent thought leadership in emerging IT and communications technologies, business models and user trends. Today, with more analysts covering the mobility market than any other analyst firm, Yankee Group is the thought leader in providing insight and data for a mobility revolution that it forecasts to be a \$3 trillion market opportunity by 2016.

Commenting on the acquisition, The 451 Group's Chairman and CEO, Martin V. McCarthy said:

"We are delighted to welcome the Yankee Group team to join me and the 200+ current professionals here at The 451 Group. For over four decades, the insights of Yankee Group have served the telecommunications industry and, more recently, the emergent mobility marketplace. Mobility is a huge driver of innovation in business and technology markets globally. Its impact in the evolving enterprise and broader consumer IT marketplaces will fundamentally shape the future expansion and strategy of Digital Infrastructure. With Yankee Group, we see an exciting opportunity to significantly extend The 451 Group's focus on the evolution of Digital Infrastructure. Yankee Group supports our operating philosophy of long-term, sustainable, profitable, global growth."

Since 2010, Yankee Group has been led by CEO Terry Waters. Post-acquisition, Mr. Waters will continue as CEO of Yankee Group, reporting directly to Mr. McCarthy, who will also serve as Yankee Group Chairman. Commenting on the acquisition, Mr. Waters said:

"Our joining The 451 Group is an important milestone in the evolution of Yankee Group. Yankee Group is uniquely positioned to lead the industry in navigating the dynamics of the new mobile economy. The support and resources of The 451 Group as a strategic owner will enable Yankee Group to deepen our focus on key themes driving the mobile ecosystem – including mobile money, mobile and connected devices, mobile applications and cloud, mobile broadband and mobile leadership – and to dramatically expand our new Mobile Advisory and Planning Services (MAPS) platform. We are very excited to be joining The 451 Group family, and look forward to continuing to provide actionable research and trusted advice to our clients around the world."

In October 2012, Yankee Group launched its new Mobile Advisory and Planning Services (MAPS) product family. MAPS is a revolutionary research and advisory offering that combines the company's leading market research with exclusive daily insights and weekly thematic perspectives on the hot issues driving the mobile ecosystem. This new delivery platform provides a tablet- and desktop-based rich research user experience. The MAPS family of services enables clients to keep up-to-date with the latest trends, consumer preferences and developments that are constantly reshaping mobile players, ecosystems and technologies across the globe.

Post-acquisition, Yankee Group will operate as an independent division of The 451 Group. As such, Yankee Group will join the other divisions of The 451 Group – 451 Research and Uptime Institute – to provide thought leadership, advisory, data and certification services on the evolution of Digital Infrastructure.

About The 451 Group

Headquartered in New York, with offices in key locations – including Boston, San Francisco, Washington DC, London, Seattle, Denver, Sao Paulo, Dubai, Singapore and Moscow – The 451 Group owns and operates [451 Research](#), a leading technology-industry syndicated research and data firm focused on the business of enterprise IT innovation. The 451 Group also owns and operates Uptime Institute, an independent provider of thought leadership, certification, education and professional services for the global datacenter and emerging Digital Infrastructure industry.

About 451 Research

[451 Research](#), a division of The 451 Group, provides syndicated research, data and advisory services focused on the business of enterprise IT innovation. 451 Research analysts provide critical and timely insight into the competitive dynamics of innovation in emerging technology segments such as cloud computing, datacenter technologies and Internet infrastructure services. Business value is delivered via daily concise and insightful published research, periodic deeper-dive reports, data tools, market-sizing/share research, analyst advisory, and conferences and events. Clients of the company – at vendor, investor, service-provider and end-user organizations – rely on 451 Research's insight to support both strategic and tactical decision-making.

About Uptime Institute

[Uptime Institute](#), a division of The 451 Group, provides independent thought leadership, certification, education and professional services for the global datacenter and emerging Digital Infrastructure industry. Uptime is best known for its creation and global administration of the Tier Standard for Data Center Design, Construction and Operational Sustainability. It serves all industry stakeholders, but concentrates on enterprise and third-party datacenter owners and operators. IT and facilities equipment manufacturers, service providers, design engineers and construction firms are also served. Through Uptime Institute Professional Services, Uptime Institute delivers due diligence assessments and certifications of site infrastructure and site management in accordance with Uptime Institute's industry Tier and Operational Sustainability Standards.

About Yankee Group

[Yankee Group](#), a division of The 451 Group, is the preeminent research and advisory firm equipping companies to profit in a mobile world. The core of its content is proprietary research and analytics on the attitudes, behaviors, and usage patterns of mobile users. Based on this research, Yankee provides a range of actionable data, insights and advice to marketing, strategy and product executives driving the mobility revolution at leading companies worldwide.

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