ROBIN BAILEY
Head of Decision Systems Group

Robin Bailey is Head of the Decision Systems Group at Analysys Consulting and has commercial responsibility for the STEM business-case modelling software for networks. Under his leadership, STEM has become the preferred platform for in-depth analysis of network costs and profitability for global players such as Ericsson, Siemens and Cable & Wireless. Robin has been the chief architect of STEM, drawing on his skills in econometric modelling and software design, and years of experience as a telecoms consultant. He has a first class honours degree from the University of Oxford.

Robin has regular contact with service providers and equipment vendors, understanding their requirements and developing solutions. This up-to-the-minute insight allows him to guide further software development, enhancing the functionality and flexibility of STEM to meet the long-term objectives of the industry.

Strengths

Very detailed understanding and experience of software tools, with particular attention to the design elements and interfaces which will determine the success of a proposed solution in a given context. Firm believer in logic, pragmatism and clean design.

Key achievements

- Designed milestone developments such as sensitivity analysis, multi-dimensional scenario management, template replication, shorter time periods, self-balancing financial model, toolbar-driven add-in for Excel, and run-time STEM technology
- Developed training courses for new users, and disseminated best-practice skills to STEM trainers and consultants
- Built numerous models for clients in all market segments, and developed reference models for a range of technologies such as ADSL, MAN, NGN, UMTS, VOIP and WLAN
- Organises the STEM User Group, an annual forum combining modelling workshops, guest presentations and master classes

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