



Cross Research

Cross Research, based in New Jersey and founded in 2003 by Shannon and Robert Cross, provides investment research on the Technology industry and related companies. Coverage sectors include: IT Hardware, Imaging Technology, IT Distribution, Storage and Enterprise Software.

Cross Research analysts are known for deep industry knowledge, contacts, company relationships and financial modelling.

Shannon was formerly a Director in Merrill Lynch's Equity Research Group, establishing new coverage of the Imaging Technology sector (1997-2002). Rob covered Telecom and Technology high yield debt at Lehman Brothers (2000-2001).

The Cross Research analyst team visits companies and tradeshow globally to acquire fresh insights in to industry and company trends. Senior company executives seek out their strategic advice, which includes inviting their analysts to present at offsite leadership events.

The analysts maintain an extensive non-deal roadshow schedule in order to help their clients and themselves understand company strategies. During meetings with company executives, they evaluate the company financials and prospects.

The firm's analysts have been widely recognised in several institutional investor surveys, including *Starmine*, *Institutional Investor*, *The Wall Street Journal* and *Bloomberg*.

Their coverage list is as follows:

- IT Hardware / Software
 - **Apple, Canon, CDW, Conduent, Dell, EFI, HP Enterprise, HP Inc., Microsoft, Pitney Bowes, Stratasys, Synnex, Tech Data, VMware, Universal Display, Xerox**
- Storage
 - **Micron, NetApp, Pure Storage, Seagate, Western Digital**

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