

## NEWS RELEASE



### MWD ADVISORS WELCOMES HELENA SCHWENK AS PRINCIPAL ANALYST FOR INFORMATION MANAGEMENT AND BUSINESS INTELLIGENCE

*Horsham, UK – 11 August 2010* – European IT research and advisory firm MWD Advisors (MWD) is pleased to welcome Helena Schwenk as the newest member of its research and advisory team. A leading authority and recognised expert in the area of Information Management (IM) and Business Intelligence (BI), Helena joins MWD as Principal Analyst, bringing more than 16 years of experience to the role, combining six years as a data warehousing practitioner with ten years as an IT industry analyst.

“I’m delighted to welcome Helena on board,” said Neil Ward-Dutton, MWD’s founder and Research Director. “Helena is a leader in her field and has a proven track record of delivering authoritative and insightful analysis, offering a wealth of experience advising both enterprises and technology vendors.”

“Investment in Information Management and Business Intelligence offers the promise of huge rewards to organisations, helping them to improve operational efficiency and drive business strategy more accurately,” said Ward-Dutton. “But there is also plenty of evidence to suggest that the failure rate of BI projects remains worryingly high. It’s a critical piece of the IT-business alignment jigsaw which we want to help our clients get right,” he added.

As Principal Analyst, Helena’s primary responsibility will be to develop a stream of research which reflects the current and future state of the IM and BI market, and will advise clients on the business, technology and deployment issues impacting their IM and BI initiatives.

“BI requires a significant investment and commitment,” said Helena. “Organisations need to make sure they’re making the right technology and deployment decisions in order to maximise the full potential of this investment. I really enjoy helping organisations navigate and steer the course to a successful BI implementation as I fervently believe that if used and implemented correctly BI can bring a new level of intelligence to the process of turning data into information for competitive advantage.”

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Topics to be covered as part of MWD's Information Management practice include issues such as:

- Leveraging the power of advanced analytics
- Disruptive deployment models including Cloud and SaaS
- Open source and plug-and-play appliances
- High performance BI, analytics and data warehousing
- The role of packaged analytic applications
- Data management fundamentals.

A forward research calendar is currently under development and will be available shortly.

Helena's expertise in Information Management adds a new research competency to MWD's existing stable of research and advisory practices, currently focused on Business Process Management (led by Research Director Neil Ward-Dutton) and Collaboration (led by Principal Analyst, Angela Ashenden). For further information about MWD's research library, advisory and consulting services, our research principles and approach, please visit [www.mwdadvisors.com](http://www.mwdadvisors.com).

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### **About MWD Advisors**

MWD Advisors is a specialist European IT advisory firm which focuses exclusively on issues surrounding IT-business alignment. Founded in 2005 by two high profile UK-based industry analysts, MWD provides advice to enterprise IT organisations and suppliers of IT technologies and services to help senior decision makers make better business decisions, and to maximise the business value received from IT investments.

MWD's analysts bring over 60 years' experience working with senior IT decision makers worldwide from a range of industries including retail, financial services, oil and gas, travel and leisure, utilities, manufacturing, public sector, healthcare and telecoms. We use our significant industry experience, acknowledged expertise, and a flexible approach to advise businesses on IT architecture, integration, management, organisation and culture.

[www.mwdadvisors.com](http://www.mwdadvisors.com)

### **Contacts**

If you are a technology or services vendor and would like to be added to MWD's forward research agenda distribution list, please contact Beth Barling. If you would like to schedule a briefing with Helena Schwenk or would like to find out more about MWD's research, advisory and consulting services, please contact Denise Bradley.

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