

NEWS RELEASE



MWD ADVISORS LAUNCHES NEW INSIGHT ON-DEMAND EVENT: HOW TO GET YOUR PEOPLE TALKING – THE SECRETS OF SUCCESSFUL COLLABORATION AND ENTERPRISE 2.0

European IT research and advisory firm MWD Advisors announces the immediate availability of a free and on-demand online event focused on how organisations can improve internal collaboration through the use of online communities.

Horsham, UK – 28 SEPTEMBER 2010 – IT-Business alignment expert MWD Advisors (MWD) today launches the third instalment of its 2010 Insight event programme with an event titled “How to get your people talking: the secrets of successful collaboration and Enterprise 2.0”. The event brings together valuable insights from MWD’s technology and market research and analysis, along with best practice insights from enterprise leaders. The event is available for viewing immediately free of charge at the MWD Advisors website (www.mwdadvisors.com) and will remain available for 12 months.

The event’s executive sponsor and keynote presenter is Angela Ashenden, Principal Analyst and collaboration expert. “With the rising influence of social media on the web and its gradual cross-over into the business world the concept of online communities is gaining traction both as an aid to internal knowledge sharing and improved collaboration,” said Ashenden. “Our case study research shows that there are many benefits to be had, but it’s also clear that deploying and managing this kind of initiative takes time and effort and requires the strong backing of senior management and buy-in from the people who will use it – getting it wrong could mean money down the drain and hours of time and effort wasted. We designed this event to help people understand how internal communities can best benefit their organisation, a review of the options for technical deployment, along with best practices for implementation based on the experiences of early adopters.”

The online event kicks off with an expert analyst keynote presentation, which is complemented by two in-depth interviews with online community practitioners that show how real organisations are succeeding in improving internal knowledge management and collaboration initiatives with online communities. Available from today are interviews with Richard Hare, Knowledge, Communication and Collaboration Consultant at British American Tobacco, and Anu Elmer, Senior Communications Consultant at Swiss Re.

The event is aimed primarily at senior business and IT decision makers within enterprises with roles to play in driving collaboration and knowledge management improvements. The event will also be of interest to strategists, business development, and product managers from ISVs who are providing products and services in this space. Finally, it will also be relevant to business development managers from Systems Integrators who

may be able to assist companies wishing to take advantage of online community technology and contribute to collaboration improvements.

To access the keynote presentation and case study interviews a free MWD “Guest Pass” account is required. Guest Pass membership also provides access to a wide range of MWD reports and other online events. To register for an account please visit the MWD Advisors website (www.mwdadvisors.com/profile/). Membership is open to anyone and is supported by a strict privacy policy and can be cancelled at any time.

Viewers are invited to leave their feedback from the event and in return will receive a 10% discount off MWD’s premium collaboration research reports.

To access event content, the sponsor pages and other supporting materials please visit the main event page at <http://www.mwdadvisors.com/events/e20success/>

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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

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