

NEWS RELEASE



MWD ADVISORS UNVEILS NEW BPM TECHNOLOGY SELECTION PATHWAY

European IT research and advisory firm MWD Advisors unveils a pathway of research and advisory tools designed to assist organisations in their BPM technology selection process and help improve their investment decisions and reduce the risk of failing to deliver ROI.

Cambridge, UK – 29 APRIL 2010 – IT-Business alignment experts MWD Advisors (MWD) today unveil their “BPM technology selection pathway”. The pathway presents a selection of free and premium research and advisory tools which build on MWD’s in-depth technology assessment updates of key vendor offerings and over two years of continuously updated market analysis and best practice research.

“Many organisations are turning to BPM to help them streamline their operations or help them bring new products and services to market faster and enter new markets quickly,” said Neil Ward-Dutton, Research Director and lead BPM analyst at MWD. “Although there are a number of strong case studies showing compelling ROI, BPM isn’t yet a mainstream technology,” he continued. “There’s still great diversity in customer expectations and in the functionality available from vendors. We want to help organisations navigate this complex vendor landscape and make selections that are right for them.”

MWD has recently updated its vendor technology assessments, with new reports providing an in-depth assessment and analysis of the product offerings and capabilities of six of the leading technology vendors: Appian, IBM, Oracle, Pegasystems, Software AG, and TIBCO. Each report assesses the capabilities of the vendor’s product offerings, along with other complementary products, and also examines the partners, professional services, advice and other intellectual property that each vendor can offer customers exploring BPM implementations. The reports are the result of a rigorous research study carried out by Neil Ward-Dutton, and build on two years of continuously updated research, focused both on enterprise adoption and best practices and the capabilities of leading vendors’ products and services.

Introducing the BPM technology selection pathway

The BPM technology selection pathway provides a number of ways in which organisations can benefit from this research by engaging with MWD via a range of free and premium advisory options, depending on the stage of exploration or implementation they are at, the degree of detail required and investment capability available. Organisations may join the advisory pathway at any point and extend their level of investment and engagement at a time and budget to suit them.

Step 1: Get the big picture – Organisations wanting to quickly obtain an overview of the latest findings of this research can view a free 30 minute-webinar entitled “*Choosing the right BPM technology and making it work for you.*” This webinar will be available from 13 May 2010 and will be available on-demand. To view the webinar free Guest Pass registration is needed (available at <http://www.mwdadvisors.com/profile/index.php>). Interested parties should sign up now to receive webinar updates and reminders.

Step 2: Get a solid BPM foundation – Download two free reports (*What drives BPM technology requirements?* and *Assessing BPM technology*) which explain how organisations can frame their thinking about their requirements for BPM technology, and explain the thinking behind the BPM technology assessments. To download the reports free Guest Pass registration is needed (available at <http://www.mwdadvisors.com/profile/index.php>).

Step 3: Dive into the detail – The detailed analysis behind the individual vendor technology assessments is available in a set of in-depth reports. The reports are available for purchase individually (pricing from £250) or can be accessed via MWD’s subscription-based Continuous Advisory Service for BPM. To enquire about both report access options, contact Denise Bradley at sales@mwdadvisors.com or on +44 (0)20 8099 4301.

Step 4: Put it in context – Access MWD’s “Online Interactive Vendor Comparison Tool” to compare vendor capabilities based on user-defined context and associated requirements. Here you can personalise the global vendor rankings to meet the needs of your own organisation by setting two different types of preferences: filters and weightings. Filter-type preferences determine which vendors are included in the rankings, and weighting-type preferences determine the relative importance of different capabilities as vendor scores are aggregated into the rankings. This unique tool is available only to members of the subscription-based Continuous Advisory Service for BPM.

Step 5: Stay connected – The ultimate way to stay connected and informed, MWD’s subscription-based Continuous Advisory Service for BPM combines real-world research, insightful analysis, decision support tools and access to our highly experienced analysts to help organisations make more informed decisions. Organisations wanting to go deeper and receive more personalised insight and advice can engage directly with MWD’s Research Director and lead BPM analyst Neil Ward-Dutton, through private advisory sessions, as well as gaining access to a valuable library of case studies and other practical analysis. Further information about MWD’s BPM Continuous Advisory Service can be found at <http://www.mwdadvisors.com/services/cas.php>.

More information about the BPM technology selection pathway, along with direct links to the webinar and reports and advisory service, can be found at <http://www.mwdadvisors.com/pathways/bpm.php>.

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

Contacts

Please direct all media enquiries to:

Beth Barling, Director

Mobile: +44 (0)7971 021 860

Phone: +44 (0)20 8099 8297

Email: beth@mwdadvisors.com

Please direct all sales enquiries to:

Denise Bradley, Account Manager

Phone: +44 (0)20 8099 4401

Email: sales@mwdadvisors.com