

## EUROPEAN IT RESEARCH FIRM MWD ADVISORS LAUNCHES NEW SOFTWARE DELIVERY ADVISORY SERVICE

**Focused exclusively on Software Delivery issues, the new advisory service combines a mix of research and dedicated analyst support tailored for enterprise IT organisations and the IT vendor community.**

*Cambridge, UK – 9 NOVEMBER 2009* – IT-Business alignment experts MWD Advisors (MWD) today launched a new Software Delivery advisory service. The premium service combines a mix of research reports and dedicated analyst support designed to provide relevant and actionable insight and advice on a range of software delivery issues.

The service is led by Bola Rotibi, Principal Analyst at MWD. With over 20 years' experience in IT and engineering, Bola is a recognised expert in the field of software development and delivery. “It’s an exciting time for software delivery,” said Rotibi. “Enterprises are looking for ways to improve their ability to innovate, show competitive differentiation, expand their reach to engage with existing and new customers, and transform their businesses so they can be more effective and efficient. Many are looking to software to help them do this. But for many organisations, software delivery processes continue to have a poor reputation – issues with quality and cost mean that end-user and business expectations are often unmet. We want to help organisations get smarter about how they approach software delivery and help them make better decisions and maximise their IT investments.”

By researching the business opportunities and challenges driving enterprise adoption of software delivery services and technologies, the MWD Software Delivery advisory service can also help suppliers to the market make more informed product strategy, go-to-market, sales and customer service decisions. “The potential opportunities and returns for vendors who have the right products and services and can position their offerings effectively are big. But understanding enterprise requirements and concerns is critical in order to mitigate confusion and uncertainty in the enterprise community,” said Rotibi.

The Software Delivery advisory service offers a rich range of research and analysis including:

- Strategic Insights – In-depth advisory reports with a focus on key business and IT imperatives and factors critical for software delivery success.
- Best Practice Insights – Primary research studies focusing on market maturity and perceptions amongst enterprises concerning technology usage and best practice, and real-world enterprise case studies.
- Market Insights – Event-based analysis of supplier moves, M&A activity, and other related business trends.
- Vendor Insights – Analysis of software delivery technology and tools vendors and their capabilities, and analysis of vendor updates and announcements.

Research content is delivered against a regular monthly research calendar as well as on an event-driven basis. Members can also engage directly with the lead analyst and other appropriate MWD analysts on topics related to the software delivery service research and content. These private, tailored analyst advisory sessions are delivered by telephone, although face-to-face sessions may be possible by arrangement.

Research reports published and available to members from today include:

- Strategic Insight: *Cloud Development: four models and ten critical issues*
- Strategic Insight: *The challenges of delivering User-Centred Software Services*
- Best Practice Insight: *Success with Cloud Computing: a survey of IT architects 2009*
- Best Practice Insight: *Software Delivery case study: Capgemini UK*
- Market Insight: *Agile development comes of age*
- Vendor Insight: *IBM scales Agile for enterprise development*

Membership of the service is available via an annual subscription. A range of fixed-price annual subscription packages are available, including:

- A competitively-priced “Starter Edition”, providing a low-cost entry point for up to three named users to access all research and four analyst advisory hours;
- A “Silver” package, providing access to all research content for an unlimited number of users within an organisation;
- A “Gold” package, providing access to all research content for an unlimited number of users within an organisation, and 12 analyst advisory hours.

Additional advisory hours and consulting packages are available to purchase separately. Pricing is available on request.

The new Software Delivery service is an addition to MWD’s existing stable of advisory services focused on Business Process Management (BPM) and collaboration. For further information about these services 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.

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