

COLLABORATION IS HOT, BUT ORGANISATIONS AREN'T FALLING FOR THE TECHNOLOGY HYPE, ACCORDING TO ANALYST'S EUROPEAN SURVEY

Macehiter Ward-Dutton's in-depth survey of European organisations shows that collaboration relies upon traditional technologies rather than state-of-the-art collaboration software.

Cambridge, UK – 16 SEPTEMBER 2008 – IT-Business alignment experts Macehiter Ward-Dutton (MWD) today highlighted the findings of a new survey of European businesses which focuses on the levels of adoption of collaborative working practices and different types of collaboration software.

One of the key findings is that in Europe, interest in collaboration is growing significantly. Almost 60% of the study participants report an increasing emphasis on sharing and collaborative working amongst managers and professionals. However, even among those organisations with a strong collaborative culture, that collaboration is typically supported by tried-and-tested software, such as email, audio conferencing and shared file servers, rather than the blogs, wikis and social networks that are the subject of so much industry hype.

“Our research shows that improving workforce efficiency through better use of organisational resources and knowledge is the primary driver for collaboration in European organisations,” said Angela Ashenden, Principal Analyst on MWD's collaboration research programme. “It's only when their collaboration initiatives have reached a certain level of maturity that innovation and business differentiation benefits come to the fore. This shows that European organisations are adopting a pragmatic approach to the implementation of collaborative working practices, rather than getting caught up in the hype generated by trends such as Enterprise 2.0”.

This survey was the first in a twice-yearly programme of primary research focused on collaboration activity in Europe, which MWD conducts as part of its Collaboration Continuous Advisory Service. Further details of this service are available at: http://www.mwdadvisors.com/promotion/collaboration_cas.php.

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About Macehiter Ward-Dutton

Macehiter Ward-Dutton is a specialist IT advisory firm which focuses exclusively on issues concerning IT-business alignment. 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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