



## Software Delivery Advisory Service

## Datasheet

for enterprise users of  
technology and services

### Developing innovation in tough times

In today's competitive environment, economic concerns are driving companies to look at how IT and software applications can provide competitive differentiation and innovation as well as bottom line performance improvements.

As the landscape for software delivery and enabling technologies evolves, many organisations are looking seriously at the technology bets they will make over the next five years. With so much confusion and hype in the marketplace, making the right decisions is critical but not always easy.

**You need real-world research and advice to guide you towards opportunity and show you how organisations like yours are addressing software delivery in practice to deliver real business benefits and investment returns.**

### Service key facts

- Annual subscription service
- Unlimited number of seats to access online research for one fixed price, regardless of the size of your company
- Continuously updated research designed to meet your business needs
- Analyst enquiry time available as an optional extra
- Web-based content delivered online in HTML and/or PDF format

# Critical questions you need to ask

**What** does best practice software delivery look like?

**How** and **why** are organisations adopting new development methodologies and software delivery mechanisms?

**How** do we make sure we address all the organisational, cultural and technological issues important for software delivery success?

**How** are business and IT groups collaborating in the software development and delivery process?

**Which** suppliers have the offerings most relevant to my needs?

**How** are other organisations allocating IT budgets for software delivery?

**How** do we measure success?

## The Software Delivery Advisory Service

MWD's Software Delivery Advisory Service offers you a unique combination of research and dedicated analyst support designed to provide relevant and actionable insight and advice to help you make more informed product selection, implementation, execution and governance decisions.

Our research and analysis addresses a range of critical issues including:

- How software delivery technologies and best practices can address key business issues and challenges
- How to link your software delivery capabilities to business needs and expectations
- How to navigate and better understand the complex market for software delivery technologies and services.

## Service deliverables

The Software Delivery Advisory Service offers a rich range of competency-focused research and analysis.

### Research and Analysis

- **Strategic Insights** – In-depth advisory reports offering a focus on key business and IT imperatives and factors critical for software delivery success.
- **Market Insights** – Event-based analysis of supplier moves, M&A activity, and other related business trends.
- **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.
- **Vendor Insights**—analysis of software delivery technology and tools vendors and their capabilities, and analysis of vendor updates and announcements.

### Analyst Access available as an add-on service

Subscribers may choose to add on pre-paid analyst enquiry time, to be used over the period of the subscription. This gives you the opportunity to engage directly with the lead analyst and other appropriate MWD analysts on topics related to the software delivery service research and content. Enquiries may be submitted via the online enquiry submission service, by email or telephone. Analyst enquiry responses are delivered by telephone or email.

## Research designed to meet your needs

Through its tailored range of research deliverables, MWD's Software Delivery Advisory Service helps you:

- Obtain an independent perspective on software delivery best practices and maturity trends in Europe
- Understand how other companies are working to get best value from their investments
- Understand the most suitable technology choices and strategy for your situation
- Obtain personalised advice on strategy and implementation delivered by experienced analysts in context, as and when you need input (via the optional Analyst Access service).

## Sample Software Delivery service research and analysis

Our research agenda is based on three core principles (visit our website for more detail):

- Principle #1: Technology is not enough
- Principle #2: It's a world of "and", not "or"
- Principle #3: Show working examples

Following these principles, the list below presents the research that will be immediately available at the launch of the Software Delivery service in November 2009.

### Strategic Insights

- The challenge of software delivery in a connected world
- The practicality of Agile development practices within the software delivery process

### Market Insights

- The state of play of cloud development strategies

### Best Practice Insights

- Cloud adoption survey report (produced in association with the International Association of Software Architects)
- An end-user experience of an Agile development implementation

### Vendor Insights

- IBM's Agile development strategy

### Proposed future topics include:

Build, buy or outsource? ; The challenge of software reuse ; The maturity of Open Source frameworks ; Developing Rich Internet Applications ; The new order of software delivery: composite applications and business mash-ups; and others.

## Meet the lead analyst



The Software Delivery Continuous Advisory Service is led by **Bola Rotibi**, Principal Analyst at MWD.

Bola has over 20 years experience in IT and engineering, and is widely seen as one of today's foremost IT industry analysts focused on software development and delivery issues. Bola acts as an advisor to enterprise IT organisations on technology and management strategies for effective software delivery, as well as advising software vendors on product and marketing strategy.

Bola is a regular speaker at conferences and seminars on software development and is quoted regularly in the mainstream and IT specialist media around the world.



## About MWD Advisors

MWD Advisors is a specialist IT advisory firm which combines actionable industry research and analysis with tailored consulting services, focused 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 in order 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. Over 2000 subscribers currently benefit from MWD's research.

### Your next steps

Visit

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

for more information

1. Visit our website to:

- Learn more about our software delivery research and other advisory services
- Access our latest thoughts and ideas on software delivery
- Tell us what YOU think about software delivery issues

2. Contact us to:

- Find out about pricing (including a pre-launch discount offer and new 'Starter Edition' package)
- Subscribe to this important service

### Contact us

By telephone:

Main: +44 (0)20 8099 4301

Sales: +44 (0)20 8099 4401

By email:

[info@mwdadvisors.com](mailto:info@mwdadvisors.com)

Visit us at

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

Registered in the UK.

Company registration number 5764840