



Software Delivery Advisory Service

Datasheet

for vendors of technology
and services

Developing innovation in tough times

In today's competitive environment, economic concerns are driving companies to look to IT and software applications to 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. The potential opportunities and returns for vendors who have the right products and can position their offerings effectively are big. But understanding enterprise requirements and concerns is critical.

You need real-world research and advice to guide you towards opportunity and show you how organisations are addressing software delivery in practice.

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

Who's adopting software delivery technologies and services in Europe and what level of maturity is there?

Why are software delivery requirements changing and how will this affect us?

How are organisations allocating IT budgets for software delivery and how are business and IT groups collaborating in the software development and delivery process?

What's the best way to find and reach the key decision-makers for software delivery initiatives?

Where are our strengths and weaknesses perceived to be, relative to our competition?

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 strategy, go-to-market, sales and customer service decisions.

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

- The business opportunities and challenges driving enterprise adoption of software delivery technologies
- How to link your technology to business needs and expectations around software delivery
- How enterprises view the software delivery technology and tools market and what suppliers need to do to mitigate confusion and uncertainty in the enterprise community.

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
- Position your offering for key market segments based on MWD's analysis of leading vendors and their product offerings
- Gain competitive insights for use in your sales and marketing campaigns and position your offering in the context of today's dynamic supplier and technology landscape
- Obtain market and strategic insights 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

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

Visit us at

www.mwdadvisors.com

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