



## IT-Business Alignment Research & Advisory Services Overview

## Datasheet

for enterprise users of  
technology and services

### Rely on insight, not hindsight

The alignment of IT with business is now more critical than ever before. To ensure success, IT organisations must work closely with business decision-makers to create an environment where both IT investment and IT service delivery reflect business priorities, and where business and IT change are informed by the capabilities and limitations of each other.

Combining independent technology and supplier expertise with our first-hand knowledge and experience of enterprise needs, MWD delivers the expert assistance you need to improve the alignment between IT capabilities and business imperatives, offering the architectural guidance and advice required to exploit key enabling technologies to deliver desired business outcomes, now and in the future.

### Key facts

- Expert analysis and advice on IT-business alignment for enterprise users and suppliers of technology
- Focus on seven key IT management competencies
  - Business Process Management
  - Collaboration
  - Governance, architecture and planning
  - Information management
  - IT service management
  - Security and identity management
  - Software delivery
- Analyst enquiry service
- Custom consulting and project-based services
- Continuously updated research delivered online in HTML and/or PDF format

# What is IT-business alignment?

IT-business alignment is a practice that optimises the relationship between business and IT to deliver sustainable business value from IT investments. Successful alignment depends on the right technology and service delivery foundation, a focus on management and governance processes, and a shared understanding of business goals, priorities and activities across multiple IT competencies.

Trying to deliver business results through isolated technology purchases and project and technology silos is tough. If you want IT to change from being seen as a “necessary cost” to being an “innovation partner”, you need to get to grips with IT-business alignment.

## IT-Business Alignment... Insight that matters

IT-business alignment depends on organisations developing and maintaining competencies in seven key IT management disciplines:

- Business Process Management (BPM)
- Collaboration
- Governance, architecture and planning
- Information management
- IT service management
- Security and identity management
- Software delivery.

These competencies, while not new, require continual evolution to address key business issues and technology imperatives including SOA, software-as-a-service (SaaS), mobility, Web 2.0, and virtualisation, and business trends such as regulatory compliance, “green” imperatives, demand-driven business and outsourcing.

Designed to meet the needs of CIOs, IT managers and senior architects, MWD offers a combination of industry research, tools and services to help you:

- Benchmark your competency levels against your peers and competitors
- Understand how other companies are working to get the best value out of their investments
- Understand the most suitable technology choices and strategy for your situation
- Gain personalised insight and advice on strategy and implementation delivered by experienced analysts, in context, as and when you need it.

## Allow us to be your trusted partner

MWD works with senior decision makers from enterprise IT organisations all over the world, from a range of vertical sectors including financial services, healthcare, legal services, manufacturing, retail, oil and gas, public sector services, telecoms, travel and leisure, and utilities.

### How can we help you?

## An introduction to our services

In order to meet the varying needs of enterprise IT organisations, MWD offers three different levels of research and advisory services:

- **Continuous Advisory Services:** Competency-focused research, analysis, tools and analyst enquiry time available on a fixed-fee annual subscription basis
- **Charter Services:** A range of custom and packaged value-added services offered on a project basis
- **Guest Pass Services:** Informative written research and analysis available free-of charge requiring simple online subscription

To find out more about these services, read on...

## Continuous Advisory Services

MWD's subscription-based Continuous Advisory Services offer enterprise IT organisations a unique combination of research, tools and dedicated analyst support designed to provide relevant and actionable insight and advice to help you make more informed IT strategy, investment, implementation and on-going execution decisions. Each service includes the following types of research and decision support tools:

- In-depth strategy reports
- Bi-annual primary market research and analysis
- Market insights, news analysis and enterprise case studies
- Full vendor capability assessments
- Online Interactive Vendor Comparison Tool
- Pre-paid analyst enquiry time available as an optional extra.

## Charter Services

MWD's Charter Services offer a range of value-added services designed to provide highly contextual in-depth focus and support to help you steer the right course. These services are available on a project-by-project basis, giving you exclusive access to MWD's analyst team in a format to suit you.

Examples of our Charter Services include:

- Internal customer briefings and workshops
- Strategic reviews and advisory sessions
- Custom research and analysis
- Technology selection advice

## Guest Pass Services

MWD offers an extensive range of research reports free-of-charge to online subscribers. The research available as part of this free service provides subscribers with a solid foundation for IT-business alignment based on our unique perspective on key IT management competencies. The service offers:

- **Strategic Insights**—independent analysis of key technology areas, industry initiatives and management issues
- **Vendor Insights**—including **On The Radar reports**—a concise but thorough overview of small specialist suppliers and their products and services designed to optimise supplier shortlists— and **Vendor Briefs**—an analysis of supplier initiatives, achievements and announcements
- **Vendor Capability Summary and Overviews**—a summary of the full assessments provided through our advisory services
- **Analyst blogs and podcasts**—regularly updated insights and analysis from the MWD team.

## Meet MWD...

MWD was founded in 2005 by two highly regarded and influential industry analysts with nearly 40 years combined industry experience.

MWD has since grown to comprise a number of research and advisory professionals offering a wealth of experience across a range of IT competencies and industry sectors.



Finding the right people has been critical to our success. We look forward to being part of yours.

## What people say about MWD

“I can only thank all of you for providing the best content on the web for my sector. Personally I rate you guys better than Gartner in many areas.”

*Infrastructure Technology  
Managing Director, Global  
Investment Bank*



## Your next steps

## 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.

Visit our web site to:

- Learn more about our services and sign up for **free advisory service trials**
- Sign up to our free Guest Pass Services and evaluate our latest research
- Access our latest thoughts and ideas on IT-business alignment
- Read our analyst blogs
- See where MWD analysts are presenting at conferences and events
- Tell us what YOU think about IT-business alignment issues

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