



IT-Business Alignment Research & Advisory Services Overview

Datasheet

for suppliers of technology
and services

Rely on insight, not hindsight

The alignment of IT with business is now more critical than ever before. To be successful, suppliers of IT technologies and services must understand how their solutions support an organisation's desire to align IT investments and capabilities with business outcomes and expectations.

As an IT supplier you need to clarify, simplify and amplify your strategies and marketing programmes to engage prospects in more meaningful business issue-driven conversations and deliver customers the solutions they really need.

At MWD we apply independent technology and supplier expertise, combined with our knowledge of enterprise needs, to help you optimise your market propositions, position yourselves against the competition, and validate your solution definitions and roadmaps.

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 about optimising the relationship between business and IT to deliver sustainable business value from IT investments – an imperative for organisations forced towards more “joined-up thinking” by the reach and pace of business and technology change.

Sustainable 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. To be successful with your customers you must also understand these concepts.

Allow us to be your trusted partner

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

We work with world-class IT suppliers to help them reach and engage with these decision makers.

How can we help you?

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 current business issues and technology imperatives. We monitor technology trends such as SOA, SaaS, mobility, Web 2.0, and virtualisation, and business trends such as regulatory compliance, “green” imperatives, demand-driven business and outsourcing; and use our research programs to map out their impact on these competency areas.

MWD works with suppliers of technologies and related services within these seven key areas of competency to help you:

- Obtain an independent perspective on technology adoption and maturity trends in Europe
- Gain competitive insights for use in your sales and marketing campaigns
- Demonstrate your relevance to key market segments by leveraging independent, thought-leading presentations and papers on key industry and technology issues.

An introduction to our services

In order to meet the varying needs of suppliers, 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 suppliers 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 go-to-market 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 and your customers 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 briefings and workshops
- Strategic reviews and advisory sessions
- Custom research and analysis
- Podcasts, webinars and other speaking engagements.

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:

- **Market 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*



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 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 blog
- See where MWD analysts are presenting at conferences and events
- Tell us what YOU think about IT-business alignment issues

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