



Analytics & Information Management Continuous Advisory Service

Datasheet

for vendors of technology
and services

Providing YOU with actionable business insight

In today's increasingly competitive, dynamic and uncertain business environment, organisations are realising that actionable business insights are crucial not only to maximising efficiency, but to cementing customer relationships, and uncovering potential opportunities and challenges in time for action to be taken. Demonstrating your credibility with senior decision-makers in the business analytics and information management space has never been more crucial.

But positioning your offerings isn't easy. New technology innovations and delivery models are changing the way software is delivered and consumed – creating confusion as well as opportunity. Similarly, while lower technology costs are reducing the barriers to entry for more and more organisations, many find that the essential knowledge and skills required to exploit the technology for higher value decision making and business value are in short supply.

To succeed we believe you need to be extremely well focused in your messaging and targeting of solutions. You will need real-world research and advice to guide you towards opportunity and show you how organisations are addressing Analytics and Information Management in practice.

Service key facts

- Annual subscription service
- Unlimited number of seats to access online research and tools for one fixed price, regardless of the size of your company
- Low cost Starter Edition option with restricted access
- 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

For vendors

Critical questions you need to ask

Who's adopting new Analytics & Information Management (AIM) technologies in Europe and what level of maturity is there?

What's the best way to find and reach the key decision-makers in AIM initiatives?

Why are organisations adopting AIM technologies and how is this changing?

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

How are organisations integrating AIM initiatives with other key IT and business initiatives?

The Analytics & Information Management Advisory Service

MWD's Analytics & Information Management (AIM) Continuous 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 AIM technologies
- How to link your technology to business needs and expectations around AIM
- How to target opportunities and position effectively against your competition – from a business value perspective
- How enterprises view the complex and immature AIM market and what suppliers need to do to mitigate confusion and uncertainty in the enterprise community.

Service deliverables

The AIM Continuous Advisory Service offers a rich range of competency-focused research and decision support tools.

Research and Analysis

- **Strategic Insights** – In-depth advisory reports offering a focus on key business and IT imperatives and factors critical for success
- **Market Insights** – Event-based analysis of supplier moves, M&A activity, and other related business trends
- **Best Practice Insights** – Bi-annual 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**—assessments of AIM 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 AIM 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 Analytics & Information Management (AIM) Continuous Advisory Service helps you:

- Obtain an independent perspective on AIM technology adoption and maturity trends in Europe
- Position your offering for key market segments using high-quality, independent market insights
- 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 Analytics & Information Management research and analysis

The following list provides a sample of the types of research available as part of the AIM Continuous Advisory Service.

Strategic Insights

- Enhancing the value of customer interactions with analytics
- Process Intelligence: Linking strategy and execution
- Gaining and maintaining process intelligence

Best Practice Insights

- Industry case studies (TBC - submissions welcomed)

Market Insights

- Outlook 2011: analytics and information management
- The role of open source software in analytics and information management

Vendor Insights

- Actuate One: Aiming for the "suite" spot
- Aster Data : integrating analytics with Big Data
- IBM Cognos 10
- Jaspersoft, Talend, SAS, SAP, Information Builders, Datanomic...(more to follow)

Meet the lead analyst



The AIM Continuous Advisory Service is led by **Helena Schwenk**, Principal Analyst at MWD.

Helena is a recognised authority in the area of Analytics, Information Management (IM) and Business Intelligence (BI), combining six years of expertise as a former data warehousing practitioner with ten years as an industry analyst. She has a wealth of experience providing authoritative research and advice to enterprises and technology vendors.

Helena presents regularly at conferences and seminars, and has contributed to media titles such as CIO.com, Computer Weekly and Business Week.

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 provides practical, independent industry insights that show how leaders create tangible business improvements from IT investments.

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 3000 subscribers currently benefit from MWD's research.

Your
next steps

Find out about service pricing and availability: contact sales@mwdadvisors.com

Visit our website to:

- Learn more about our AIM Continuous Advisory Service and other services
- Access our latest thoughts and ideas on Analytics and Information Management
- Register for a free Guest Pass account and download a selection of our AIM research
- Sign up to our Analytics and Information Management blog
- Tell us what YOU think about Analytics and Information Management

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