



## Business Process Management Continuous Advisory Service

## Datasheet

for enterprise users of  
technology and services

### Got the BPM advantage?

As organisations continue to recognise the opportunities and benefits of working more closely and collaboratively with suppliers, customer and partners, corporate boundaries are beginning to open up. Business Process Management has become a key business and IT tool to help organisations drive both efficiency and innovation in these critical yet fast-changing environments.

But getting started with BPM and delivering consistent results isn't easy. There are many varied perspectives of what BPM is, with just as many views of what role technology has to play, not to mention how BPM fits in with related initiatives such as SOA, collaboration and SaaS – to name but a few. The hype from suppliers certainly doesn't help.

**You need real-world research and advice that shows you how organisations like yours can make the most of BPM 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
- 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

For enterprises

# Critical questions you need to ask

**Why** is BPM important for my organisation?

**Who** else is adopting BPM in Europe? What are they finding as they progress?

**What** does best practice BPM implementation look like?

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

**Where** should we start with BPM? Where do we go from there?

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

**How** do we measure success?

## The BPM Continuous Advisory Service

MWD's BPM Continuous Advisory Service offers enterprise users of BPM technology and services 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 product selection, implementation, execution and governance decisions.

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

- How BPM technologies and services can address key business opportunities and challenges
- How to link BPM technology to business needs and expectations
- How to navigate and better understand the complex and immature BPM technology and services market.

## Service deliverables

The BPM Continuous Advisory Service offers a rich range of 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 BPM 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 BPM vendors and their capabilities and analysis of vendor updates and announcements

### Decision Support Tools

- **Online Interactive Vendor Comparison tool** - An interactive tool to compare supplier capabilities based on user-defined context and associated requirements.

### 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 BPM 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 Continuous Advisory Service for BPM aims to help you:

- Benchmark your competency levels against your peers and competitors
- Understand how other companies are working to get best value out of 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 BPM research and analysis

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

### Strategic Insights

- Maximising the value of combining BPM and SOA
- An overview of event-driven BPM

### Best Practice Insights

- The role of architects in BPM initiatives
- Improved customer service at Carphone Warehouse

### Market Insights

- The prospects for BPM in 2009
- Lombardi and Progress Software push beyond best-of-breed position

### Vendor Assessments

- Altosoft, Appian, Ascentn, Colosa, IBM, inubit, Lombardi, Metastorm, Microsoft, Oracle, Pegasystems, RunMyProcess, SAP, Software AG, Synchosoft, TIBCO, and others.

## Meet the Lead analyst



The BPM Continuous Advisory Service is led by **Neil Ward-Dutton**, co-founder of and Research Director at MWD.

Neil is a highly accomplished and experienced IT industry analyst and public speaker. Neil has provided advice to a range of large IT user organisations, as well as to many of the world's major IT suppliers, sharing his insight and expertise in technology and management issues relating to enterprise architecture, IT governance, SOA, application development, business integration, and business process management.

Neil is a regular speaker and chairperson at conferences throughout Europe and is quoted regularly in the mainstream and IT specialist media.

## 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

Sign up for a **free trial** of this service. Visit [www.mwdadvisors.com](http://www.mwdadvisors.com) for more information

Visit our website to:

- Learn more about our BPM Continuous Advisory Service and other services
- Access our latest thoughts and ideas on BPM
- Tell us what YOU think about BPM

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