



## Business Process Management Continuous Advisory Service

## Datasheet

for vendors of technology  
and services

### What makes **you** a BPM expert?

In today's increasingly competitive and dynamic business environment, organisations are focusing on process improvement to drive both efficiency and innovation. Demonstrating your Business Process Management (BPM) credibility with senior customer decision-makers is crucial.

But positioning your offerings isn't easy. Many organisations are confused about what BPM actually is, the role technology plays, and how it fits in with adjacent initiatives such as SOA, collaboration, model-driven development, outsourcing and Software-as-a-Service (SaaS).

**You need real-world research and advice to guide you towards opportunity and show you how organisations are addressing 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
- 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 format

# Critical questions you need to ask

**Who's** adopting BPM in Europe and what level of maturity is there?

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

**Why** are organisations adopting BPM and how is this changing?

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

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

## The BPM Continuous Advisory Service

MWD's BPM Continuous Advisory Service offers you 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 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 BPM technologies
- How to link your technology to business needs and expectations around BPM
- How enterprises view the complex and immature BPM market and what suppliers need to do to mitigate confusion and uncertainty in the enterprise community.

## Service deliverables

The BPM 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 BPM 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**—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 BPM Continuous Advisory Service helps you:

- Obtain an independent perspective on BPM adoption and maturity trends in Europe
- Position your offering for key market segments using high-quality, independent, scenario-driven assessments
- 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 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

- Building a BPM Centre of Excellence
- Process Intelligence: Linking strategy to execution

### Best Practice Insights

- The role of architects in BPM initiatives
- Case studies: BNP Paribas, Carphone Warehouse, Credit Suisse, Pinnacle People, Steria, and more.

### Market Insights

- BPM outlook for 2011
- BPMN 2.0: a good move, but for whom?

### Vendor Insights and Assessments

- Active Endpoints, Appian, BonitaSoft, Global 360, IBM, Metastorm, Oracle, Pegasystems, Progress, SAP, Software AG, 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 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

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
- Sign up to our BPM blog
- Tell us what YOU think about BPM

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