



## Collaboration Continuous Advisory Service

## Datasheet

for enterprise users of  
technology and services

### Hyped buzzword or business imperative?

Today's tighter budgets are forcing organisations to find new ways to differentiate themselves, adapt to market conditions, and drive business growth. Closer relationships with customers, suppliers and partners, combined with increasingly globalised organisations, demand new collaborative working practices to support communication and cooperation within new team structures.

But the market for collaboration software is confusing, with many suppliers offering wildly different solutions. Simply selecting the right tool is not enough; a successful implementation involves many non-technical issues such as adoption, governance and security, as well as ensuring that collaboration is part of the process, not parallel to it.

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

# Critical questions you need to ask

**How** can implementing collaborative working practices help our organisation?

**How** are organisations in Europe implementing collaboration?

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

**How** do we build collaboration into our existing business processes?

**Where** should we start with collaboration, and where can we go from there?

**How** can we ensure and measure the success of our collaboration investment?

## The Collaboration Continuous Advisory Service

MWD's Collaboration Continuous Advisory Service offers enterprise users of collaboration 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 collaboration technologies and services can address key business opportunities and challenges
- How to link collaboration technology investment to business needs and expectations
- How enterprises can navigate and better understand the complex collaboration market.

## Service deliverables

The Collaboration 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 collaboration 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 collaboration 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 collaboration service research and content. Enquiries may be submitted via the online enquiry submission service, by email or telephone.

## Research designed to meet your needs

Through its tailored range of research deliverables, MWD's Continuous Advisory Service for collaboration 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 collaboration research and analysis

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

### Strategic Insights

- Social software for the enterprise
- Blurred boundaries and co-dependence — collaboration meets knowledge management

### Best Practice Insights

- Case study: BNP Paribas
- A picture of collaboration practice and perceptions in Europe

### Market Insights

- New and improved? Oracle revamps its collaboration strategy
- The prospects for collaboration software in 2009

### Vendor Assessments

- Adobe, blueKiwi, Cisco, Google Enterprise, Huddle, IBM, Jive Software, Microsoft, Oracle, Socialtext and others.

## Meet the Lead analyst



The collaboration Continuous Advisory Service is led by **Angela Ashenden**, Principal Analyst at MWD.

Angela is a highly accomplished and experienced IT industry analyst and public speaker. With experience in many areas around collaboration and information management, she has advised clients on technology and management issues relating to collaboration, enterprise content management, portals, workflow, enterprise search and e-learning.

Angela presents regularly at conferences and seminars on information management technology and markets, as well as writing for journals and trade publications on various topics.

## 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 collaboration Continuous Advisory Service and other services
- Access our latest thoughts and ideas on collaboration
- Tell us what YOU think about collaboration

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