



## Collaboration Continuous Advisory Service

## Datasheet

for vendors of technology  
and services

### Let's work together on this

Organisations today are increasingly focused on driving innovation to make themselves more flexible and adaptable. Effective collaboration is key to achieving this, and technology provides an important underpinning to facilitate collaboration in increasingly distributed business environments.

However, what organisations mean by collaboration varies considerably. You need to position your solution effectively in a highly fragmented and hype-driven marketplace. This involves understanding the role of collaboration in an organisation's current and future business strategies and processes, and having a strong partner network to help you deliver on their requirements.

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

**How** are organisations using or planning to use technology to enable collaboration?

**How** are organisations integrating collaboration into their key business and IT processes?

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

**Who** should we be partnering with to strengthen our collaboration offering?

**How** can we sell collaboration software into organisations at an enterprise-wide level?

## The Collaboration Continuous Advisory Service

MWD's Collaboration Continuous Advisory Service offers 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 product strategy, go-to-market, and customer service decisions.

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

- The business opportunities and challenges driving enterprise adoption of collaboration technologies
- How to link collaboration technology to business needs and expectations
- How enterprises view the collaboration market and what suppliers need to do to mitigate confusion and uncertainty in the enterprise community.

## Service deliverables

The Collaboration 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 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. Analyst enquiry responses are delivered by telephone or email.

## Research designed to meet your needs

Through its tailored range of research deliverables, MWD's Collaboration Continuous Advisory Service aims to help you:

- Obtain an independent perspective on collaboration technology 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 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 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 2000 subscribers currently benefit from MWD's research.

### Your next steps

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Visit our website to:

- Learn more about our collaboration Continuous Advisory Service and other services
- Access our latest thoughts and ideas on collaboration
- Subscribe to the MWD Insights Blog
- Tell us what YOU think about collaboration

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