

Supplier Advice Service

Enhancing business-focused propositions

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MWD's Supplier Advice Service (SAS) is designed specifically for strategic planning, marketing and product management personnel at enterprise software and services suppliers. SAS provides a cost-effective, flexible way for you to quickly obtain the expert assistance to enhance corporate and product/solution marketing programmes and tie your strategies and capabilities to organisations thought processes and plans relating to the business value of IT.

SAS is available now as an annual subscription service, and is priced very competitively for use by any number of named individuals within your organisation.

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Macehiter Ward-Dutton Limited is a specialist IT advisory firm which focuses exclusively on issues concerning **IT-business alignment**. We use our significant industry experience, acknowledged expertise, and a flexible approach to advise businesses on IT architecture, integration, management, organisation and culture.

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IT-business alignment is critical for your audience

IT-business alignment is at the forefront of the minds of organisations because they are now so dependent on IT to support their activities. That dependency is only being exacerbated by the pressures of operating in a truly global market, with the opportunities and threats that entails, coupled with demands from regulators and customers alike for greater transparency. These business pressures are increasing their desire to engage more effectively with smart, connected markets and to focus on the services they deliver for competitive differentiation. There is a growing recognition amongst business and IT management alike that IT has a key role to play in enabling them to respond effectively to these powerful forces.

IT now supports a broad range of spectrum of business processes: from stable, non-differentiating information management processes that are explicitly defined (such as accounting processes) through to dynamic, differentiating, collaborative, inter-enterprise processes (such as product design and channel marketing processes) that depend on tacit knowledge.

The role of IT as a business support tool has, and continues to, undergo a significant evolution, but the thought processes which shape how IT is talked about, sold, bought and implemented, have failed to keep up. The IT market, as a whole, remains fixated on rigid, highly-structured processes; features and functions; “speeds and feeds”; and “quick fix” IT silos. As a result, typical IT portfolios fall short in a number of areas, including integration, information access, flexibility and resource utilisation.

That is why IT-business alignment is so critical for the IT organisations you are targeting. They are seeking to collaborate with business decision-makers to create an environment where both IT investment and IT service delivery reflect business priorities; and where business and IT change are informed by the capabilities and limitations of each other. In other words, they are shifting away from a focus on technology and towards one on business outcomes.

As a supplier to those organisations you need to improve, augment and amplify your corporate and product/solution strategies and marketing programmes to engage prospects and customers in more business-focussed conversations and/or to enhance the “business focused” image of your organisation. That’s where MWD comes in.

MWD is an IT advisory firm which focuses exclusively on the issues surrounding IT-business alignment, combining the expertise of three highly regarded and influential industry analysts with more than 50 years combined experience in IT working for a variety of IT suppliers and end-user organisations, including Admiral Management Services, Alcatel, Autonomy, Deloitte Consulting, Oracle, Philips Electronics and Sun. We can help you to tie your capabilities and strategies into organisations’ thought processes and plans relating to the business value of IT and IT-business alignment, informed by our work advising those organisations.

A flexible service, tailored for software and service suppliers

Proven, real-world advice

The MWD Supplier Advice Service (SAS) provides you with direct access to experienced, articulate, business-oriented technology experts who are exclusively focused on issues related to IT-business alignment. Our expertise spans a variety of business and technology topics, all of which have a critical role to play in ensuring that investment in and delivery of IT services reflects desired business outcomes, in the face of accelerating technology and business change: architecture, identity management, IT governance, IT service management, the software lifecycle and virtualisation.

The service is designed to help strategic planning, marketing and product management personnel respond to the issues facing your prospects and customers in the real world, directly benefiting from our work advising those organisations. Our knowledge of their needs, coupled with our technology and supplier independence, can be used to optimise your market propositions; position yourselves with respect to your competition; and validate your solution definitions and roadmaps.

Expertise at your disposal

Your SAS subscription allows you to use analyst time in a way that suits you. MWD's experts can be engaged for a range of purposes, such as:

- Responding to specific questions (on competitor strategies for example)
- Internal briefings and workshops (for salespeople, for example)
- Preparation of short papers for internal use (comparative assessments of your and competitors' strategies, for use by salespeople, for example)
- Presentations to your customers, partners and prospects, where we will provide an independent perspective on industry and market trends, technology needs, etc.
- Participation in media events, such as press briefings and roundtables, where we will provide an independent perspective as above
- Actionable reviews of your plans, market propositions, strategy and competitive positioning

You can also use your subscription to purchase the right to redistribute MWD's independently commissioned research. The apportionment of analyst time will be agreed with you and will be governed by the length and type of the deliverable.

Direct access to analysts

The SAS gives you the ability to obtain tailored, relevant advice when it matters. You will work directly with one of MWD's senior analysts: there is no call centre between you and the advice you need.

You can submit enquiries and requests by phone, email or fax – whatever makes most sense. The appropriate analyst will respond in a way that suits you, including where appropriate and practical, in person. You will receive an initial response within one working day. Before commencing work in response to your request, the MWD analyst will make the cost clear to you and obtain your agreement.

Service pricing and terms

The SAS provides you with a cost-effective way to get the high value advice you need to ensure your propositions and positioning are in tune with organisations' desire for more effective IT-business alignment. It does so in a timely fashion and in a way which makes most sense to you. Completed work is charged to your account in multiples of one hour, so you can benefit from MWD analysts' expertise and advice for much less than the cost of an "analyst day".

Other advisory services which provide access to research, combined with analyst enquiry services, require costly subscriptions, often amounting to tens of thousands of pounds on an annual basis. MWD provides the majority of its analysis and research output free of charge so a subscription to SAS provides at least equivalent value to that offered by other analysts' advisory services, for a fraction of the price.

Basic pricing for SAS is based on an annual subscription, which provides access to MWD analysts for an unlimited number of named users within your organisation. The users will be identified at commencement of the SAS agreement and revised as necessary by a named administrative contact. We offer three standard packages:

- 6 hours – GBP 2400 (14% discount)
- 12 hours – GBP 4500 (20% discount)
- 24 hours – GBP 8600 (23% discount)

Any time remaining at the end of the annual subscription period is not transferable, unless by special arrangement. If you use all the advice time in your subscription before it expires, you can "top up" as follows:

- 6 hour extension – GBP 2250 (20% discount)
- 12 hour extension – GBP 4300 (23% discount)
- 24 hour extension – GBP 8200 (27% discount)

SAS is offered exclusively to IT suppliers.