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Identifying the business value  
of technology

## news worth sharing

### Please complete our short big data survey and receive a free Hurwitz report on the results

If your organization is starting to think about big data we would like you to participate in a [quick survey](#) on big data adoption patterns. Survey participants will receive a free Hurwitz report based on the survey. Please forward this newsletter to others who you think might be interested in the survey and report.

Click this link for the survey: [Survey](#)

### Hurwitz Update

We have been busy at Hurwitz & Associates, authoring a number of papers and reports. In addition we are thrilled with the response to our latest retail book, [Big Data for Dummies](#). Big data continues to be a key technology that is enabling companies to find new opportunities and solve existing problems. In addition to the big data survey this update includes some of the recent research that we have published.

### Recent Research

[The Benefits of an Integrated Approach to Security in the Cloud](#). Hurwitz & Associates recently authored a paper sponsored by IBM on cloud security. The paper looks at the changing way organizations are implementing security to address cloud deployments. In addition, we interviewed several IBM customers and discuss how they overcame cloud security challenges.

[Cloud Collaboration Study: The Benefits of a Secure and Easy to Use Collaboration Platform](#). This study, sponsored by Huddle was based on a survey that Hurwitz & Associates created for Huddle customers. The study identifies business priorities for cloud collaboration platforms and analyzed the benefits that organizations are achieving after adopting the Huddle platform.

[Enterprise Collaboration: Avoiding the productivity and Control Trade-Off](#). This paper, sponsored by Intralinks is based on two independent studies of

### What We Do

Hurwitz & Associates is a consulting, market research and analyst firm that focuses on how technology solutions solve real world business problems.

[More about our services.](#)

### Our Blogs

Judith Hurwitz

[Is an Open Computing Ecosystem an Engine for Innovation?](#)

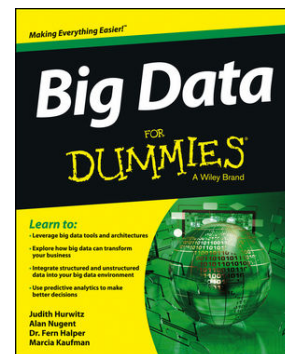
Marcia Kaufman

[Is Data Quality Relevant for Big Data](#)

Dan Kirsch

[Splunk Offers a Powerful Platform -- Will they Capitalize on the Opportunity for Growth?](#)

### Big Data for Dummies



more than 800 IT and business executives from around the world. The paper focuses on the challenges of creating secure collaboration environments. In addition, we discuss the business and technical priorities for companies implementing collaboration platforms from both a productivity and security perspective.

From the Hurwitz & Associates team,

[Judith Hurwitz](#)

[Marcia Kaufman](#)

[Dan Kirsch](#)

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