

## Announcing our New Website

2009 was a very productive year for the team at Hurwitz & Associates. We published two new retail books: *Cloud Computing for Dummies* and *Service Management for Dummies*. We've also been working hard completing research, consulting, and writing projects.

But enough about the past. It is time to look forward to a very exciting 2010. We are beginning the New Year with a new Web 2.0 design for our website. We think it is dynamic and much easier to navigate. And this is just the beginning. We are planning to add much more content in the coming year. We plan to add video briefings and more interactive formats. And in that spirit, we plan to send out a monthly newsletter highlighting some of our new initiatives and research through our very active blogging.

Even more important for our customers are our newly introduced services: Hurwitz OnCall for emerging companies and Opportunity Mapping Services for companies on the move.

Our Hurwitz OnCall Service for emerging companies is intended to give organizations with great ideas a jumpstart. The offerings are packaged so you can get started and get results quickly. We offer packages of telephone based consulting hours that can be used for everything from message testing to advice on important technology trends. In the OnCall Service we also offer small targeted podcasts, webinars, and short white papers that you can put on your website to drive traffic. Our customers have found these services to be effective because we always focus on the business benefit of your offerings.

Hurwitz Opportunity Mapping Service is a series of modules focused on helping you map your intellectual property to the needs of the market. We then use that map to help you with everything from detailed customer research to a variety of go-to-market services.

We are also in the final stages of developing a group of quantitative services aimed at helping you quantify the business benefit of your technology platforms. We'll give you more details after the first of the year.

## 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

[Predictions for 2010: clouds, mergers, social networks and analytics](#)

Marcia Kaufman

[Why you need an information governance strategy for 2010](#)

Robin Bloor

[The Momentum of Apple](#)

Fern Halper

[Top of Mind – Data in the Cloud](#)

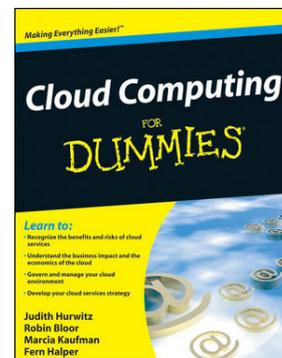
Laurie McCabe

[Vote for Your Top 2010 SMB Technology Market Predictions](#)

Sanjeev Aggarwal

[2010 Top 10 SMB Technology Market Predictions](#)

## Cloud Computing For Dummies Just Released



Learn what cloud computing is and how it differs from traditional

We wish all of you a happy, healthy, and peaceful holiday and New Year!

Judith, Marcia, Fern, Robin, Laurie, Sanjeev, and Carol

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approaches. This book takes you through the options, what they can do for your company, how to choose the best approach for your business, and how to build a strategy. You'll learn about managing and securing cloud services and get down-to-earth advice about planning your move to the cloud.

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