



Consulting.  
Research.  
Analysis.

Identifying the business value  
of technology

## news worth sharing

### Predictions for 2015

We want to take this opportunity to wish all of our colleagues a very happy holiday and new year. It has been a hectic, productive and exciting time for Hurwitz & Associates. We are blessed with a wonderful and collaborative team and many great clients. So, here are some of the changes and happenings at Hurwitz & Associates in 2014 and what we are looking forward to in 2015.

#### Our Team has Expanded

We are pleased to have expanded our team this year. Our additions include:

Vikki Kolbe, Principal Technology Strategist & Principal Analyst. Vikki is applying her years of experience as a Technology executive to assist clients with their technology strategies across different disciplines such as cloud delivery models, big data offerings and security programs.

Tricia Gilligan, Principal Consultant. Levarging her operations and go to market experience, Tricia is working with clients to streamline processes, create innovation to drive value to their clients.

Pat Colpits, Director of Marketing and Client Development. Pat is driving our awareness campaign and business development strategies to ensure that our team aligns our focus with key market trends and that delivery of our thoughts leadership exceeds our customers expectations.

#### Predictions for 2015

Every year Judith makes several technology and business predictions for the upcoming year. These predictions are not about the end of a technology cycle, but are instead focused on issues that are gaining traction and will result in technology shift. Below are Judith's predictions for 2015. To read her full blog, visit: [Are Technology Shakeups in Store for 2015?](#)

#### 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

[Are Technology Shakeups in Store for 2015?](#)

Marcia Kaufman

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

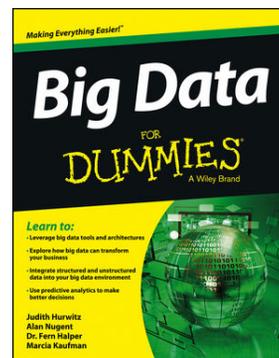
Dan Kirsch

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

Vikki Kolbe

[Rethinking the Approach to Fraud](#)

#### Big Data for Dummies



1. Hybrid cloud Management will become the leading issue for businesses as they rely on hybrid cloud.
2. Internet of Things (IoT) will be dominated by security, performance, and analytics. New players will emerge in droves.
3. Digital Marketing disillusion sets in - it is not a substitute for good customer management.
4. Cognitive computing will gain steam as best way to capitalize on knowledge for competitive advantage.
5. IT will gain control of brokering and managing cloud services to ensure security and governance.
6. Containerization and well designed APIs are becoming the de facto method for creating cross platform services in hybrid computing environment.
7. Data connectivity combined with business process emerging as biggest headache and opportunity in hybrid.

### **Victory Index on Advanced Analytics**

This year Hurwitz & Associates completed a variety of projects including our second Victory Index report on Advanced Analytics. The Hurwitz Victory Index analyzes 10 prominent advanced analytics vendors and provides insight into key market trends and customer benefit use cases. More information can be accessed here: [The Victory Index on Advanced Analytics](#)

### **New Book on Cognitive Computing**

We are pleased to announce the completion of our new book, Cognitive Computing and Advanced Analytics to be published by Wiley & Sons at the end of February. The book authored by Judith Hurwitz, Marcia Kaufman, and Adrian Bowles is a reference book that provides insights into all of the elements of this new generation of applications. [Click here to preorder the book.](#)

Have a wonderfully holiday season,

[Judith](#)  
[Marcia](#)  
[Dan](#)  
[Vikki](#)  
[Tricia](#)  
[Pat](#)

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