



## A HURWITZ UPDATE

### Best Wishes for the New Year

Dear <<First Name>>,

It is hard to believe that we are heading into 2012! We have had a good and very busy 2011 here at [Hurwitz & Associates](#). We are looking forward with great anticipation to continuing this trend in the coming year. We would like to take this opportunity thank everyone – our clients, our partners, and our colleagues for your support, guidance and interest in our research. We thought we would give you an overview of our year (we promise to keep it short). So, here are some of our top accomplishments that we are most proud of:

1. Hurwitz & Associates published its very first [Victory Index Report](#) this year. A Victory Index is a market research assessment tool developed by Hurwitz & Associates that analyzes vendors across four dimensions: Vision, Viability, Validity and Value. This resulted in an analysis of 50 attributes across these four dimensions. The first Index we published focused on Predictive Analytics. Fern Halper, a Partner at Hurwitz & Associates, is the developer and author of this index. It has gotten rave reviews! New Victory Indexes are planned for 2012 – data governance, big data, cloud computing management, and text analytics.

2. Dummies books seem to be in our blood. Our team has written three private labeled books on various aspects of cloud computing. In addition, [Cloud Computing For Dummies](#) is still a strong seller. It has been translated into both Portuguese and German. We have just started writing our newest book, *Hybrid Cloud For Dummies*. We also have a contract to write *Platform as a Service For Dummies*.

3. Judith Hurwitz published her first business book this spring. The reviews are great and she has been making numerous speaking engagements on the lessons learned from her research. [Smart or Lucky? How Technology Leaders Turn Chance Into Success](#) explains -- through 25 case studies – how some companies are able to withstand changing markets and sustain their success. It also demonstrates why other companies that rise to become market leaders lose their dominant position and fade away into

### 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

[Predicting 2012: What's old is new again - or is it?](#)

Marcia Kaufman

[IBMs Vision for Analytics in the Midmarket: gaining deeper business insight](#)

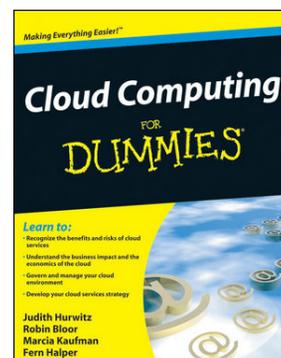
Fern Halper

[Four Vendor Views on Big Data and Big Data Analytics](#)

Dan Kirsch

[Holes in Endpoint Security](#)

### [Cloud Computing For Dummies](#)



Learn what cloud computing is and how it differs from traditional 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

history. The book includes rules and recommendations for creating long-term success.

4. Hurwitz & Associates brought on a new analyst, Dan Kirsch. Dan will focus exclusively on Privacy, Governance and Compliance. He now writes a blog on the topic and has already jumped into working on many of our research projects.

5. We are pleased that we continue to expand our areas of research. We recently completed extensive studies on advanced analytics, cloud computing, Master Data Management, Application Programming Interfaces, application virtualization, and the application development lifecycle. We wish you all a happy holiday and a happy, healthy and prosperous new year.

From the Hurwitz & Associates team,

Judith Hurwitz  
Marcia Kaufman  
Fern Halper  
Dan Kirsch

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about planning your move to the cloud.

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