



A HURWITZ UPDATE

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This has been a very busy time for us at Hurwitz & Associates. We have been hard at work on our newest book, [Big Data for Dummies](#). It will appear at online book sellers and on the shelves of brick and mortar stores near you in April. It is increasingly clear that Big Data is one of the most significant trends affecting businesses today because of its ability to impact decision making.

Hurwitz & Associates is also going to spend a lot of time celebrating this year since it is officially the tenth anniversary of the founding of our group. We intend to continue our work on consulting and advising customers and vendors on the enablement of emerging technologies to transform business. This year we will focus on what we see as the most important transformational technologies including Big Data and Analytics, Cloud Computing, Service Management, Application Development and Deployment, Mobility, Security and Governance. These may seem like separate markets but they are all part of the unified model of computing that will define business success.

We predict that 2013 is going to be a very interesting year for technology. Clearly, Big Data is becoming the most visible new technology trend with early adopters trying to understand what it means to their business. Big Data offers organizations the ability to discover previously hidden information and new information about their customers and prospects and use that data to make better decisions or drive markets.

But we'd like to add a word of caution. Whether the trend is Big Data, Cloud Computing, collaboration, mobility, or security it is not so easy to transition from current technology environments to new innovative approaches. It is easy to get caught up in the excitement about the shiny new toys and the early-stage innovative startups, but it is not so easy for businesses to understand how to make the transition happen both from a technological, cultural and political perspective. At the end of the day, important emerging technologies are only successful when they are viewed in context with the business realities and a pragmatic roadmap for

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

[Revolutionizing the Traditional Data Center to Support Systems of Engagement](#)

Marcia Kaufman

[Looking for the Small in Big Data](#)

Al Nugent

[Is Big Data Really Such a Big Idea?](#)

Dan Kirsch

[The Emergence of Big Data Security Intelligence](#)

Order Your Copy Today!

[Hybrid Cloud For Dummies](#)



Hybrid Cloud for Dummies provides an introduction to public, private and hybrid cloud environments. Readers learn how

demonstrating value.

We are looking forward to continuing our dialog with you. So, read our blogs and explore the interesting issues that are driving the technology market into the future.

In the News:

Victory Index on Text Analytics

Hurwitz & Associates Announces Results of Its Victory Index for Text Analytics

While organizations have access to more unstructured data than ever before, getting business value from that data is a major challenge. Transformational data is sitting in front of many organizational leaders, but extracting from the mounds of unstructured data has been challenging. Emails, call center notes, verbatim survey responses, tweets, blogs, online news sources, etc. all contain valuable information that is difficult to digest and understood. Once analyzed, the knowledge extracted from this data may lead to new product ideas or changing customer trends. Therefore, gaining a deep understand this data can become is a competitive advantage for organizations investing in the technology.

The Victory Index highlights both the diverse uses for text analytics technology such as understanding the voice of the customer, risk analysis and identifying fraud, and the vendors who make those applications possible. The Text Analytics study examines the most critical trends for end users to consider and analyzes 10 vendor offerings in the market across four key dimensions: Vision, Viability, Validity and Value.

Vendor highlights:

- Hurwitz & Associates named five vendors as Victors in Go to Market Strength: [IBM](#), [SAS](#), [OpenText](#), [Clarabridge](#) and [Attensity](#).
- Hurwitz & Associates named four vendors as Victors in Customer Experience Strength: [SAS](#), [OpenText](#), [IBM](#) and Clarabridge.
- Two companies were named Leaders with Special Mention, [Provalis Research](#) for its strong score in the Value category and [Megaputer Intelligence](#) for its strong showing in the Validity category.

Other vendors recognized in the Victory Index include [Basis Technology](#), [Lexalytics](#), and [Temis](#).

For more information on the Victory Index and to purchase a copy click here: [Hurwitz Victory Index: Text Analytics](#)

an effective cloud strategy can benefit their organization. Implementing, managing and securing cloud services are all discussed in the book. The book provides down-to-earth advice about planning a hybrid cloud environment.

Alan Nugent joins the Hurwitz team

We are very pleased that Al Nugent has joined the Hurwitz & Associates team as a principle consultant. Al is an experienced technology leader and industry veteran of more than three decades. Most recently, he was the Chief Executive and Chief Technology Officer at Mzinga, Inc. a leader in the development and delivery of cloud-based solutions for big data, real-time analytics, social intelligence and community management. Prior to Mzinga, he was executive vice president and Chief Technology Officer at CA, Inc. where he was responsible for setting the strategic technology direction for the company. He joined CA as senior vice president and general manager of CA's Enterprise Systems Management (ESM) business unit and managed the product portfolio for infrastructure and data management. Prior to joining CA in April of 2005, Al was senior vice president and CTO of Novell, where he was the innovator behind the company's moves into open source and identity-driven solutions. As consulting CTO for BellSouth he led the corporate initiative to consolidate and transform all of BellSouth's disparate customer and operational data into a single data instance.

Al is the independent member of the Board of Directors of Adaptive Computing in Provo, UT, chairman of the advisory board of SpaceCurve in Seattle, WA and a member of the advisory board of N-of-one in Waltham, MA. He is a frequent writer on business and technology topics and has shared his thoughts and expertise at many industry events throughout the years.

Fern Halper's Transition

Fern Halper, who has worked with our team for ten years has changed her role at Hurwitz & Associates. Fern is now a Fellow at Hurwitz & Associates as she takes on a position as Director of Analytics Research at The Data Warehouse Institute (TDWI). Fern will continue to collaborate with us in the future. We wish her success in her new role.

From the Hurwitz & Associates team,

[Judith Hurwitz](#)

[Marcia Kaufman](#)

[Alan Nugent](#)

[Dan Kirsch](#)

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