HURWITZ & ASSOCIATES
Insight to Action

The computing landscape has been changing at an accelerated pace over the past several years. Increasingly businesses are looking to streamline their computing environment so that it is fast, efficient, and effective. One of the biggest changes that we at Hurwitz & Associates see is that company management is not simply looking to save money on their computing infrastructure. Rather management is looking to make computing an agent for business growth. In light of this trend, our research is focused on the following:

- Cloud computing. The most important issue for companies moving to cloud includes data integration, service management, governance, and industry focused best practices.
- Analytics and Information Management. Increasingly companies are requiring the ability to analyze their huge volumes of data so that they can make decisions based on the meaning of that data in context with future requirements. This is important for companies regardless of the delivery model.
- Security, compliance, and governance. How does a company insure that its most important intellectual property is protected in this highly connected world? In addition, how is it possible to comply with regulations when it is not always possible to know where data is stored and how computing is handled – especially when cloud computing is part of the equation.
- Collaboration is becoming part of the foundation for computing. With the increasing use of social media, companies are finding new ways to leverage internal and external resources across partners, suppliers, and customers to create new and more creative revenue models.
- Service Management. Achieving the right level of service across delivery models is one of the lynchpins of the value of emerging computing models. Without the ability to manage services across physical and virtual worlds, businesses simply cannot achieve acceptable levels of customer satisfaction.

For many years our team has focused on not just the details of how a technology works but also on how that technology benefits buyers. After all, a product is only as good as its ability to make a customer

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.

Highlights from the Hurwitz & Associates Advanced Analytics Survey

Hurwitz & Associates conducted a survey of over 160 companies across a range of industries and company sizes. The goal of the survey was to understand how companies are using advanced today and what their plans are for the future.

Download highlights of the survey (264k .PDF File)

If you are interested in purchasing the full report or learning about ways to leverage our research, please contact sales@hurwitz.com or call (617) 597-1724 (Ext. 202)

Our Blogs

Judith Hurwitz
HP's Ambitious Cloud Computing Stratedy: Can HP Emerge as a Power?

Marcia Kaufman
Cashing in on the Cloud

Fern Halper
Four Findings from the Hurwitz & Associates Advanced Analytics Survey

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Cloud Computing For Dummies

successful.

In this issue of our monthly newsletter, we are pleased to provide you with some insights into Advanced Analytics based on a survey conducted by Fern Halper, partner at Hurwitz & Associates and leading authority on analytics. Download highlights from the survey using the link on the side bar.

We have begun offering a number of new services that our clients are finding valuable including:

- **Hurwitz OnCall.** A flexible interactive consulting engagement model that allows our customers to use hours for a variety of projects and needs
- **Victory Index.** We are pleased to announce our new service called the Hurwitz Victory Index. This primary research service analyzes competitors in specific market segments based on both technical and business value to customers. The first Victory Index will be the Predictive Analytics Victory Index; the second will be a Cloud Victory Index.
- **Business Strategies for Success.** A series of services that focus on helping technology companies go to market.

We are looking for your feedback on our thoughts, research, services, and findings.

Regards,
Judith Hurwitz,
President
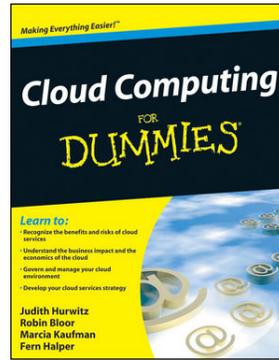
Learn what cloud computing is and how it differs from traditional approaches. This book takes you through the options, what they can do for your company, how to choose the best approach for your business, and how to build a strategy. You'll learn about managing and securing cloud services and get down-to-earth advice about planning your move to the cloud.