



A HURWITZ UPDATE

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It has been a busy first quarter for everyone at [Hurwitz & Associates](#). We plan to stay in touch with you on a bi-weekly basis. We will tell you about new projects we are working on, the vendors we have talked to, and what customers are telling us. In addition, we will provide more insights into the books our team is writing. For example, we are eagerly awaiting the mid-May publication of our team's latest book (available now for pre-order): [Hybrid Cloud for Dummies](#).

Briefing Review

In each newsletter we want to provide a quick take on some of the briefings we've had. Recent briefings have included:

- [Content Raven](#) offers a solution to help organizations protect their intellectual property. Currently, once IP is sent, the sender loses control – the information can be forwarded, modified, printed, or retained indefinitely. Content Raven's solution allows the sender of content (documents, videos, presentation, etc.) to fully control what the recipient can do with the material. For example, an online training organization can send videos to students, but have them expire after 90-days. Alternatively, a confidential presentation can be sent to a recipient who is only allowed to view the document – forwarding and printing is prohibited. The solution integrates directly into a number of public cloud offerings, such as IBM's SmartCloud and Box. This means that the content can be stored on one of those clouds and then sent to a recipient with a wrapper that adds permissions and encrypts the package.
- [Varonis](#) offers a data governance suite that helps organizations manage and protect unstructured data. Varonis focuses on providing identity management as part of the solution. The solution enables companies to understand and control how files are accessed. Additionally, through advanced analytics, the technology can determine who

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

[Is Facebook Responsible... for Security?](#)

Marcia Kaufman

[Getting Your Virtualization Priorities Straight](#)

Fern Halper

[Hadoop + MapReduce + SQL + Big Data and Analytics: RainStor](#)

Dan Kirsch

[Holes in Endpoint Security](#)

Pre-Order Today!

[Hybrid Cloud Computing For Dummies](#)



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

should have access to files and which files contain sensitive data. A number of customers in highly regulated industries such as financial services, healthcare, and legal organizations have adopted the technology. The product creates a detailed audit trail of who has access to data and who has accessed data. It can also detect anomalies in user access activity such as a recently fired employee who might still have access to internal systems.

- **Vivisimo** was just acquired by IBM. Vivisimo will become the newest addition to IBM's information management portfolio. The product is focused on federated discovery and navigation software for big data environments. It is intended for organizations that access information from huge data repositories, such as Lotus Notes, SharePoint, Documentum, and call center data. The solution helps organizations search, categorize, and analyze structured and unstructured information across different internal and external sources, while protecting the security of that information. Because Vivisimo is based on a federated data model, it leaves the data in place while conducting the analysis.
- **RainStor** offers a non-relational database to deal with big data, compliance retention and business analytics. RainStor ingests the data, stores it, and makes it available for query and other analytic workloads. The solution has two editions –Big Data Retention and Big Data Analytics on Hadoop. Both provide full SQL-92 and ODBC/JDBC access. According to the company, the Hadoop edition is the only database that runs natively on Hadoop and supports access through MapReduce and the PIG Latin language. As a massively parallel processing (MPP) database, RainStor runs on Hadoop nodes, writing and supporting access to compressed data on the Hadoop Distributed File System (HDFS). The RainStor solution provides security, high availability, and lifecycle management and versioning capabilities.

Hot Research

Last year, we initiated a new research service, the Hurwitz Victory Index, a market research assessment tool that takes a holistic approach to analyzing vendors across four dimensions: Vision, Viability, Validity and Value. Our first Victory Index on Predictive Analytics was a huge success (for an

an effective cloud strategy can benefit their organization.

Implementing, managing and securing cloud services are all discussed in the book. The book provide down-to-earth advice about planning a hybrid cloud environment.

excerpt of the report: [click here](#)). We are now in process of creating three new Victory Indexes:

- **Text Analytics.** This report is being created and managed by [Fern Halper](#), our analytics expert. It builds on one of her first text analytics reports written several years ago.
- **Big Data Security Analytics.** This report is being created and managed by [Dan Kirsch](#), our research analyst specializing in security, privacy, big data, and cloud computing.
- **Platform as a Service.** This report is being created and managed by [Marcia Kaufman](#), our COO. It will focus on the platforms that bring together development and deployment.

We'd welcome your input on any or all of these topics. All of these studies are underway and we hope to have them completed within the next several months. If you're a customer of a product in this space we'd like to interview you. Additionally, if you're a vendor with products in these markets, please reach out to us.

What's Happening at Hurwitz & Associates

Our team at Hurwitz & Associates has been busy this year with some notable milestones we'd like to share.

- Hybrid Cloud for Dummies comes out on May 17th. Our newest Dummies book will be available in bookstores, online and downloadable - [pre-order your book today!](#) The book covers all of the cloud models, issues, best practices, and technologies. The authors of the book are Judith Hurwitz, Marcia Kaufman, Fern Halper, and Dan Kirsch.
- Fern Halper has been busy leveraging her knowledge of predictive and advanced analytics. Check out the webinar and webisodes on Big Data and Predictive Analytics she recently did for [Angoss Software](#). Fern has also begun a regular blog for [All Analytics](#) and has conducted webinars and videos on big data and text analytics for the site.
- Judith Hurwitz has begun writing a regular blog for [Bloomberg BusinessWeek for the Management section](#) of the online site. She continues to speak at conferences and meetings about her new book, [Smart or Lucky? How Technology Leaders Turn Chance Into Success](#). Judith was a featured speaker

on an IBM sponsored virtual conference on
Cloud Computing for the mid-market.

From the Hurwitz & Associates team,

[Judith Hurwitz](#)

[Marcia Kaufman](#)

[Fern Halper](#)

[Dan Kirsch](#)

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