



A HURWITZ UPDATE

A Hurwitz Update

We're proud to announce that our team's latest book, [Hybrid Cloud for Dummies](#) has been published and will be arriving in bookstores shortly. Many thanks to the industry experts who assisted us in our research for this book by graciously sharing their knowledge about hybrid cloud environments. In our previous newsletter, we announced that research is underway on three Hurwitz Victory Index research studies: Big Data Security Analytics, Platform as a Service, and Text Analytics. Please see below for additional detail on these projects.

Briefing Review

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

- **NaviSite**: in search of an identity. NaviSite, an early pioneer in Internet hosting, has been in the process of reemerging after its acquisition last year by **Time Warner**. The expectation has been that the company might shed its enterprise hosting roots and head straight for the low end of the market. However, it appears that NaviSite will instead stick with its traditional enterprise market focus and add offerings for the mid-market. In the meantime, NaviSite continues to pursue the same partnerships it had nurtured before the acquisition, including Cisco, VMware, Oracle, and Microsoft. The company is also adding desktop-as-a-service and more managed services. In time we expect NaviSite to use the Time Warner brand to provide offerings for the low end of the cloud market.
- **IBM** announced its intention to acquire **Tealeaf**. Tealeaf focuses on digital customer experience and behavior analysis. The solution is designed to allow companies to understand how consumers are interacting with an online environment. The addition of Tealeaf to the **IBM Smarter Commerce** suite of offerings is a clear signal that IBM is trying to cement themselves as a leader in business to consumer and retail software. Smarter Commerce already offered insight into what online visitors are doing on a website through **IBM Coremetrics Web Analytics**. With the addition of

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

[Back to the Future: Getting back to integrated systems](#)

Marcia Kaufman

[Getting Your Virtualization Priorities Straight](#)

Fern Halper

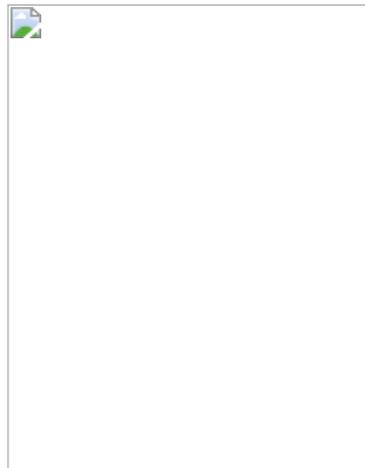
[Hadoop + MapReduce + SQL + Big Data and Analytics: RainStor](#)

Dan Kirsch

[Mobile Device Management Strategies Must Adapt to New User Expectations](#)

Order Your Copy Today!

[Hybrid Cloud For Dummies](#)



Hybrid Cloud for Dummies provides an introduction to public, private and hybrid

Tealeaf, IBM's customers will be able to gain additional insight into why a customer may have left an online store and how improvements can be made to maximize future customer interactions. Over the next year we expect IBM to initially offer the Tealeaf solution to existing IBM customers and then integrate the Tealeaf technology throughout the IBM Smarter Commerce initiative.

- **Red Hat.** We recently spoke with Red Hat about its release of [Red Hat JBoss Enterprise Application Platform 6 Beta \(EAP 6\)](#). Red Hat has made significant updates to its offerings as the company prepares to become a force in cloud computing. With the release of EAP 6, Red Hat has updated its enterprise application platform by improving the runtime environment and streamlining the overall dev/ops environment. Overall, this is a more lightweight environment than previous versions and is designed to help developers of all types of applications (including mobile apps) become more comfortable about developing in JBoss. This new release is important for developers who need increasing levels of flexibility when developing applications for cloud environments. Developers can leverage a consistent operations environment without having to code to that environment.

Hot Research

Thank you to the many vendors who have reached out to participate in our Hurwitz Victory Index research on Big Data Security Analytics, Platform as a Service, and Text Analytics. The Hurwitz Victory Index is a market research assessment tool that takes a holistic approach to analyzing vendors across four dimensions: Vision, Viability, Validity and Value. An excerpt from our inaugural Victory Index on Predictive Analytics is available for download: [Click here](#)

- **Big Data Security Analytics.** We define Big Data Security and Risk Analytics solutions, as products that have the ability to gather and process large amounts of data from multiple sources and then automatically apply advanced analytics techniques to determine, threats, risks and other security issues. We have briefed the following vendors as we begin our research: Red Lambda, RSA, and Splunk, We are scheduling additional vendor briefings as well as customer interviews. 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 research will focus on the platforms that bring together software

cloud environments. Readers learn how 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.

development and deployment. We have briefed the following vendors as we begin our research: Salesforce, VMware Cloud Foundry, and ActiveState Stackato. We are scheduling additional vendor briefings as well as customer interviews. This report is being created and managed by [Marcia Kaufman](#), our COO.

- **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.

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 love to interview you. Additionally, if you're a vendor with products in these markets, please reach out to us.

From the Hurwitz & Associates team,

[Judith Hurwitz](#)
[Marcia Kaufman](#)
[Fern Halper](#)
[Dan Kirsch](#)

You are receiving this email because you have previously opted in to receive our Hurwitz & Associates Newsletter. If you no longer wish to receive our newsletter you may unsubscribe below.

[Unsubscribe](#) <<Email Address>> from this list.

Our mailing address is:
Hurwitz & Associates
35 Highland Circle
Needham, MA 02494

[Add us to your address book](#)

Copyright (C) 2012 Hurwitz & Associates All rights reserved.

[Forward](#) this email to a friend
[Update your profile](#)

The MailChimp logo is displayed in a white, cursive font within a grey rounded rectangular button.