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Identifying the business value
of technology

news worth sharing

What's New in September

While most people think of summer as a time to slow down and take it easy, at Hurwitz & Associates we've been hard at work publishing a new report on advanced analytics, adding team members and authoring a new book on cognitive computing.

New team members at Hurwitz & Associates

In the last year we have added two new senior members to the Hurwitz team. These recent additions represent an exciting part of our evolution. The following is a brief introduction to our new partners here at Hurwitz & Associates:

[Vikki Kolbe](#), Principal Technology Strategist & Principal Analyst

With more than 30 years of experience in professional services management and technology engineering, Vikki will be able to use her highly technical knowledge to provide insight in the areas of information protection, security, big data, and dev/ops. Before becoming a Principal Analyst at Hurwitz & Associates, Vikki held executive roles at CycleBridge, NaviSite, Allaire Corporation, Visibility, Inc. and HighRoads. As one of the founding partners at Cyclebridge Technologies she consulted with CEOs at Demandware, ATG, Phase Forward, and Progress Software Company.

[Tricia Gilligan](#), Principal Consultant

Tricia brings more than a quarter century of experience to her new role as Principal Consultant at Hurwitz & Associates. She specializes in operations and go-to-market strategies and has held many high-level positions at a number of notable companies. These include VP of Sales and Delivery at Razorfish, VP of Worldwide Services at Art Technology Software, CIO at Cahners Publishing, CEO of Navisite, Inc., and most recently she was Managing Director and VP at Palladium Group. While at Palladium Group she was in charge of strategy and marketing for some of the biggest names in the technology sector.

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 There Value in Enterprise Software?](#)

Marcia Kaufman

[Is Data Quality Relevant for Big Data](#)

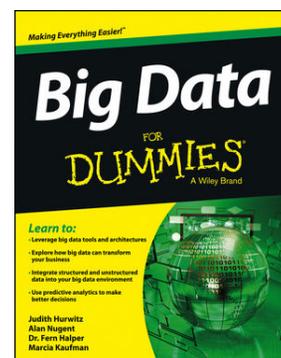
Vikki Kolbe

[Rethinking the Approach to Fraud](#)

Dan Kirsch

[Splunk Offers a Powerful Platform -- Will they Capitalize on the Opportunity for Growth?](#)

Big Data for Dummies



Hurwitz Victory Index

The [Hurwitz & Associates Victory Index on Advanced Analytics](#) provides insight into customer best practices, market trends, and vendor capabilities in the advanced analytics market. The report scores vendors on performance across four dimensions – Vision, Viability, Validity and Value. In addition, readers get insight into the top trends in the advanced analytics market and each vendor’s approach to the market. The research behind the Victory Index included more than 25 in depth user interviews, vendor briefings, an online survey of more than 465 end-users and independent research. Two highlights from the research are:

- Most users are happy with their current analytics platform – 60% rate their vendors’ breadth and depth of statistical functionality as excellent.
- Customers have a growing expectation that business users, such as a chief marketing officer (CMO) or account executive, can access insights from analytics without the help of a data scientist or statistician. Vendors are creating more business friendly offerings, however, there is still work to be done – only 45% of respondents rated their analytics platform as excellent for business users, while nearly 60% rated it excellent for data scientists and statisticians.

From the Hurwitz & Associates team,

[Judith Hurwitz](#)

[Marcia Kaufman](#)

[Dan Kirsch](#)

[Vikki Kolbe](#)

[Tricia Gilligan](#)

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