



A HURWITZ UPDATE

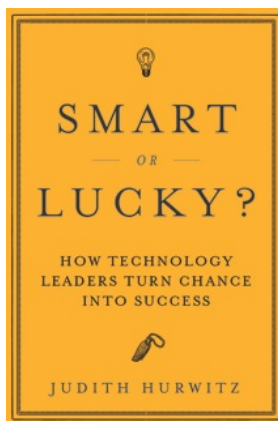
Hurwitz & Associates Announces New Analyst

I am pleased to announce that Daniel Kirsch has joined Hurwitz & Associates as a research analyst focused on compliance, governance, and privacy. Dan has been working as a consultant with Hurwitz & Associates for the past year and has agreed to join us on a full time basis. Dan has a JD in law from Boston College where he focused on business law issues. Dan's research focus will be on how compliance, governance and privacy are impacting the software industry and customer requirements. Increasingly, these issues are gaining more currency with the growth of cloud computing and the growth of big data. He will be analyzing how these issues are being automated as well as the best practices that companies are putting in place.

Feel free to reach out to Dan regarding briefings on these important topics. His email address is dan.kirsch@Hurwitz.com.

Judith

Smart or Lucky? How Technology Leaders Turn Change Into Success



Some companies have innovative ideas, however, their timing was not right. Other companies have not been as sophisticated, but were lucky enough to be at the right

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.](#)



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place at the right time. Sometimes, these lucky companies did not appreciate their own luck and began to believe they were simply smarter than anyone else. They dismissed up and coming competitors and did not anticipate threats that would cause them to lose big.

The book reviews the business experience of more than 25 companies in the technology space and provides insight into their success or failure.

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