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About our Insight Services Report : Technologies Tracking

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Summary

This report surveys Insight Services which support IT specialists whose role is to monitor and prove emerging technologies and identify opportunities. We review providers with known coverage in this area, selected from the InformationSpan database of over 400 providers, using our industry structure model for classification: global generalists (majors and second tier); global specialists (by technology and by industry); local generalists and niche providers.

Emerging Technology includes both the assessment of novel technologies, often in start-up or early commercial phases, and developments and paradigm shifts in existing service and technology offerings. Technology watch by its nature needs to cast its net wide and, since budgets are limited, it is a good strategy to range widely across free sources as well as looking for one or perhaps two core contracts bringing a deeper relationship.

This report will guide both elements of a service strategy, and offers recommendations including providers who may not be known to you. Buy this report if you are struggling to find the right coverage.

InformationSpan can also offer specialist support to enterprises developing their technology watch function, expertise in creating and managing the insight services portfolio, and help in researching specific technologies.

Report structure

Executive Summary – Topic Definition – Providers review – Recommendations
Pages: 9. Providers reviewed: 20 full reviews; 16 short comments

Sample company in the Global Specialists category

AMR Research

ANALYSIS: AMR has historically specialised in covering supply chain technologies and issues. Since 2007 or thereabouts it has also developed coverage of social media because of its interaction with enterprise software. It is as a technology specialist in this area that AMR is included here.

TEAM: Bruce Richardson, CEO, and two or three other analysts provide occasional coverage

ACCESS: client subscription is required for most documents, though a Guest account provides limited access. First Thing Monday newsletter and podcast, with coverage across AMR's portfolio, available free.

SAMPLE COVERAGE: First Steps in Social Media and Networking: Avoiding the Kumbaya Zone (Sept 2008)

WEBSITE: http://www.amrresearch.com/. Blogs at http://blogs.amrresearch.com/ (Enterprise Software blog replaces the former URL at firstthingmonday.net). Podcasts linked from the home page.

Sample recommendation

7. Technology watch needs to range widely and some of the best coverage in newer areas is from individuals, especially those who have recently taken the step to independence from a major insight service such as Gartner or Forrester. Much of this is available free as those concerned establish their new reputations. Subscribe to a significant but manageable portfolio of podcasts, blogs and RSS feeds for free insight.

To obtain this report

Send email to reports@informationspan.com. The report costs £150 (GP pounds) plus UK VAT. The report and invoice will be emailed to you. Add £10 (+VAT) to receive a paper copy.

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