

# information span

## About our Insight Services Report : Consumerisation

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### Summary

This report surveys Insight Services which support IT in the development and delivery of enterprise services based around the use of consumer-oriented technologies. We review 18 providers with known coverage in this area, having investigated around 40 entries from the InformationSpan database of over 400 providers. The InformationSpan industry structure model provides the classification: global generalists (majors and second tier); global specialists; local generalists; and niche providers.

Consumerisation is rarely identified as a topic in its own right. There are other topics which abut and overlap. On the online service side, the topic shades into coverage of Cloud computing; but Cloud, at least in the enterprise IT space, is rapidly becoming synonymous with outsourcing and relatively little coverage remains focussed on truly consumer-oriented products and services. On the hardware side, there is significant coverage related to Bring Your Own Device (BYOD) strategies; these are, to a very large extent, focussed on security and other device management concerns.

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: 7. Providers reviewed: 11 full reviews; 8 short comments

### Sample company in the Global Generalists (second tier) category

#### Constellation Research

ANALYSIS: Constellation Research was founded in 2010 by R "Ray" Wang, doyen of supply chain analysts and formerly of Forrester Research.

Among this category of services, Constellation has possibly the most regular coverage of consumerisation issues. The breadth of understanding is illustrated by a link to a radio broadcast by a member of the team discussing the impact of consumer perspectives on the human resources function. Consumerisation has a key

place in Constellation's strategic directions for 2012; the watchword is "Keep consumerization of IT enterprise class".

ACCESS: Outlines of research via the blog section of the Constellation website; full reports by subscription.

SAMPLE COVERAGE: *The Consumerization of HR* - Yvette Cameron on *HR Happy Hour*, 8 Dec 2011; *Monday's Musings: Balancing The Six S's In Consumerization Of IT*, 22 Aug 2011

WEBSITE: <http://www.constellationrg.com/>

### Sample recommendation

4. Among the specialists, *Enterprise Strategy Group* is based in the US and China and has the potential to offer perspectives from the growing Asian economies. *Horizon Watching* punches above its weight.

### To obtain this report

Send email to [reports@informationspan.com](mailto: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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#### *About InformationSpan*

Based in the south of England, *InformationSpan* specialises in reviewing the insight services sector from the point of view of an IT user organisation rather than taking the vendor's Analyst Relations view. We focus on those aspects which make a service useful and usable from the enterprise perspective, and on assisting users to select and manage the right services to deliver value through better IT decision making.

*InformationSpan* understands the structure of the service marketplace, and has a database of over 400 provider firms from which this research is drawn. See more about us at <http://www.informationspan.com/>. To engage with us, contact [tony@informationspan.com](mailto:tony@informationspan.com) or telephone +44 (0)1273 479031.

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