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WHO ANALYZES THE ANALYST?

The Independent Software Vendor community relies upon market data and commentary from specialised Analyst organizations to make informed decisions on product strategy, technology trends and international markets. However, the sheer volume of information available via a variety of Analyst firms causes confusion within many ISVs.

London - March 2, 2006 - "Traditional Analyst organizations have historically served the ISV community well," says Carl Griffith, founder of egoboss. "However, the sheer volume of data and commentary that is now produced by a variety of Analyst organizations means that there is an obesity of information resulting in data overload and overlap for the ISV wishing to make informed decisions."

"Our real-world experience of working with ISVs, VCs, Analysts, the Media and consumers of IT, means we can rapidly correlate the information that is available and filter it according to our client's needs. This extends to ensuring the client is sourcing the right type of information from the appropriate Analyst organization."

"Generic data and commentary needs to be consolidated and placed into context for the client. For example, just the simple graphical rendering of a multitude of statistical trends can suddenly enhance the clarity and relevance of research. For the client it now becomes something concise, with a powerful visual message in context to their business. It is a fact that many ISVs offer similar products, so it is vital that they clearly understand their target markets and the market forces that are at work."

“Consolidated SWOT (Strengths, Weaknesses, Opportunities, and Threats) analysis ensures all relevant parties within the ISV organization understand what is required for success,” concluded Carl Griffith.

By asking, “Who Analyzes the Analyst?” egoboss enables ISVs to rapidly absorb relevant data and analysis; enabling targeted product development, compelling competitive assessments and identifying new market opportunities - by both geography and vertical industry. To learn more, interested parties should contact egoboss for a complimentary copy of the White Paper, “Who Analyzes the Analyst?”

About egoboss

egoboss is focused on “Automating Success” - delivering targeted consulting services and a unique online platform for competitive analysis and strategic planning. egoboss works with a broad range of customers in the worldwide IT and software industries, specializing in ISVs, VCs, and industry Analysts. For more information, visit www.egoboss.com.

Strategic partners to egoboss include Made-to-Market, a German-American Marketing Services organization (www.madetomarket.com) that specializes in bi-lingual, bi-cultural marketing communications, and blue pea POD, deep identity specialists who enable organizations to harness the power of unique people and organizational dynamics (www.bluepeapod.com).

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