

## Kuppinger Cole Analyst Services

### Why managing digital identities is vital to your business

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In the networked economy of the 21st century, digital identities play a key role in establishing trust, achieving security, lowering costs and making business processes more efficient. Things like Identity and Access Management (IAM) or Governance, Risk Management and Compliance (GRC) are taking center stage, and as a decision maker in corporate IT departments you increasingly ask yourself: What strategy should I follow for getting started, and which products will work best within the framework of my existing IT landscape?

From bitter experience you know that many IT projects fail for trivial reasons – but what are they? So you want to know what homework to do before embarking on ambitious IM or GRC projects. And you may ask yourself how to avoid the typical pitfalls and how to get everybody in the company pulling together in one direction.

### Kuppinger Cole – a leading European analyst group

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Founded in 2004, Kuppinger Cole, is one of Europe's leading analyst companies focusing on the critical evaluation of IT strategies, products and vendors associated with secure, reliable IT infrastructures in both classic and cloud environments. Kuppinger Cole stands for expertise, thought leadership and strictly a vendor-agnostic market view. *Topics covered by Kuppinger Cole include Identity und Access Management (IAM), Governance, Risk & Compliance (GRC), authentication and authorization strategies, IT security and Information Rights Management (IRM), Cloud Computing (infrastructure, management, security and governance) as well as virtualization.*

Ongoing research by Kuppinger Cole monitors more than 100 vendors and their products as well as innovative user trends. Our focus is worldwide; we devote our attention to both major players and smaller niche vendors. This enables us to provide our clients with up-to-the-minute strategy analysis, roadmaps and product recommendations both for long-term and short-term projects.

Kuppinger Cole offers clients a wide range of reports, consulting options and events aimed at providing companies and organizations with a clear understanding of both technology and markets, enabling them to fine-tune their own strategies and projects avoid costly mistakes in choosing vendors and solutions. Our Roadmaps Services (situation analysis), Strategic Advice (strategy evaluation) and Readiness Analysis (test of implementation planning) provide an attractive combination of standardized services tailored to your special needs and providing professional, in-depth decision support.

### Research and Advisory Services – our reports and analyst calls

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Kuppinger Cole Research and Advisory Services give you unlimited access to the results of our ongoing vendor-agnostic research with currently more than 100 reports to choose from. This service is available to every registered member of your staff for an entire year and gives them the unrestricted right to browse our library of reports and other documents that to facilitate their decision making processes.

Reports by Kuppinger Cole analysts cover markets, vendors, products, technologies and trends as well as surveys on core topics in the field of identity and access management, governance, risk management, and compliance, as well as cloud computing and related subjects. Together, they represent a comprehensive and detailed overview of the present state of the art in each of these fields.

Designated employees of your company can consult our analysts directly by phone to receive updates and up-to-the-minute briefings on their special areas of interest.

### Strategic Advice – plan and test your IT investment strategy

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Kuppinger Cole Strategic Advice provides detailed recommendations that help you judge the effectiveness and value as well as possible risks from your IT investments. Thanks to our standardized approach we can help you avoid costly false investments by analyzing the overall consequences and identifying possible sources of error. Our Strategic Advice package is based on many years of market experience as well as know-how gained through hands-on project work; it consists of the following modules:

- Kuppinger Cole Roadmaps
- Kuppinger Cole Research and Trend Reports
- Kuppinger Cole Workshop for up to 10 members of your in-house team

### Readiness Analysis – test your implementation plan

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Kuppinger Cole Readiness Analysis is a standards-based approach to evaluating the ability of your organization to effectively implement new technologies and solutions in the fields of IAM, GRC, cloud services and related topics. Readiness Analysis is the key to reducing project costs. The analysis focuses on:

- requirements

- risk indicators
- success factors

The Readiness Analysis consists of a one-day workshop for up to ten members of your team and enables them to share the know-how and experienced gathered by Kuppinger Cole analysts in practical projects for our clients. The agenda includes:

- Kuppinger Cole requirement checklists
- Kuppinger Cole key risk indicators
- discussion of relevant Kuppinger Cole research reports

## **Roadmap Services – check up on the health of your IT**

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Kuppinger Cole Roadmap Services compare the state of your IT today with benchmarks developed by Kuppinger Cole including the Kuppinger Cole Roadmaps for IAM, GRC, Cloud Computing and others. It consists of a one-day workshop including an evaluation of your present IT situation and intensive interactive discussion with a Kuppinger Cole analyst along with recommendations for possible improvements. The aim is to achieve instant feedback that can lead to real measures and produce lasting results. Designed as a stress test for your IT strategy, Roadmap Services from Kuppinger Cole will give you loads of relevant information and suggestions for improving the health of your IT.

## **Kuppinger Cole Opinion – the analyst’s view of your topic**

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Kuppinger Cole Opinion provides answers by one of Europe’s leading analyst firms to your specific questions and issues bearing on IAM, GRC, cloud computing and related topics.

- Do we have the right strategic implementation partner?
- What are the benefits or pitfalls that may await us?

Kuppinger Cole Opinion puts the accumulated knowledge and experience of our analysts at your disposal in order to help you with difficult decisions. They will provide a comprehensive overview of the strengths and weaknesses of products available in the market, their usability as well as possible hidden risks and costs. Kuppinger Cole Opinion produces structured suggestions and realizable solutions in a timely and efficient manner.

## **Kuppinger Cole On-site Workshop – a round table for ideas**

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Kuppinger Cole On-site Workshop is a sit-down session with one of our senior analysts aimed at giving your team feedback on their specific issues and jointly developing solutions for their problems. Besides your own employees you may invite implementation and solution partners to take part in this on-site workshop as well. They are a good way to get a project started or to fine-tune it when difficulties arise.

## **Kuppinger Cole European Identity Conference – meeting place of the identity industry**

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The European Identity Conference (EIC) hosted annually by Kuppinger Cole is the leading event for the identity industry in Europe and a meeting point for vendors, users and media representatives from all over the world. Here they get to discuss current topics firsthand and explore new trends in the areas of um identity and access management, governance, risk management, and compliance, as well as virtualization, cloud computing and IT security. Top keynote speakers and a unique mix of product demos, best practice presentations, user case studies, panel discussions, statements by industry thought leaders and the ability to network directly with the experts make this an indispensable event for IT managers and vendors alike.

## **Kuppinger Cole Analyst Services – einzeln oder im komfortablen Jahresabonnement**

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Many of the analyst services offered by Kuppinger Cole are freely accessible through our blogs, newsletters and webinars. Please visit our website ([www.kuppingercole.com](http://www.kuppingercole.com)) to see what our team of analysts have to offer you.

The services listed above are chargeable and be chosen individually. In many cases, clients find it more convenient to purchase a package of services available in the form of an annual subscription tailored to meet their special needs and demands.

There are three subscription levels available, each corresponding to a certain volume of services purchased per year and providing substantial savings against the list price. Subscribers automatically gain direct access to a senior analyst at Kuppinger Cole.

Please contact the sales team at Kuppinger Cole to discuss your company’s requirements. You can reach them by phone under +49 (211) 23 70 77-10 or by email to [sales@kuppingercole.com](mailto:sales@kuppingercole.com). We will get back to you immediately.