



# Technology Acquisition Advisory Services

Manage the risks of new technology acquisition by working with seasoned analysts who are acknowledged experts in content management, publishing systems, XML, and related content technologies. We offer a variety of services that guide you through the acquisition maze, from requirements definition to final technology selection.

Our Technology Acquisition Advisory Services include:

- Development of requirements analysis based on business needs of the stakeholders.
- Briefings on relevant technology trends and on approaches other companies are taking to address similar business needs.
- Identification of potential suppliers whose offers align with your business requirements. We help you take a first cut at a functional and technical assessment of the capabilities and opportunities presented by commercial software and services on the market today compared with your business needs.
- Development of a Request for Information for the vendors under consideration. An RFI is an under-used but valuable tool that serves several purposes: it alerts the vendors that your company is a potential serious prospect looking for detailed information without asking them to commit to a project plan (timeframe) and price; it provides a fair and consistent starting point for evaluating different products and vendor viability and interest; it solicits rough cost estimates that you can use for budgeting; and it begins the process of writing the requirements section for the RFP.
- Metrics definition: How will you measure success of the new technology? It is important to reach consensus and secure executive approval of these criteria, for at least two reasons. First, communicating these to the vendors in the RFP helps them design a system that will meet your needs and create an accurate RFP. Second, these criteria can be used to make decisions about priorities. For example, how heavily are certain factors weighted in the RFP? As the project progresses, what aspects get tackled first?
- Return on Investment (ROI) analysis.

- Development of a Request for Proposal with weighted factors. We can also help develop a rating scale for scoring the proposals.
- Evaluation of proposals submitted by the vendors.
- Independent opinion and advice.

We offer these services separately and will work with you to customize a technology acquisition advisory program that fits your needs in terms of expertise and budget.

## Why Work with Outsell's Gilbane Group Team?

- You can take advantage of the depth of our experience in helping companies acquire technology that has positive and measurable impact. We bring to the table expertise in articulating business, user, and technical requirements; sorting through supplier offers and identifying their strengths and weaknesses from a neutral perspective; and matching offers to requirements.
- You can leverage this expertise to save time and money during implementation. We will ensure that you gain detailed knowledge of the impact of the new technology on your current environment and understand, at the time of product selection, what will be involved in deploying the chosen system.
- You will have knowledge of and insight into technology trends and best practices that will enable you to build or acquire technology that will keep your company at the forefront of its industry.
- You will gather more and better information by working with a respected third-party analyst and consulting firm than you can collect on your own.
- You can extend your project team to facilitate a business-critical process while focusing on your own business.

For more information contact [gilbane@outsellinc.com](mailto:gilbane@outsellinc.com).

## About Outsell's Gilbane Group

Gilbane Group is a division of Outsell, Inc. ([www.outsellinc.com](http://www.outsellinc.com)), the only research and advisory firm focused on advancing the publishing and information industries. We have been writing and consulting about the strategic use of information technologies since 1987. We work with the entire community of stakeholders including investors, enterprise buyers of IT, and technology suppliers. For more information visit <http://gilbane.com>.

Call +1 617.497.9443 Fax +1 617.497.5256  
763 Massachusetts Avenue  
Cambridge, Massachusetts 02139

Call +1 650.342.6060 Fax +1 650.342.7135  
330 Primrose Road, Suite 510  
Burlingame, California 94010  
info@outsellinc.com  
www.outsellinc.com

Call +44 (0)20 8090 6590 Fax +44 (0)20 7031 8101  
25 Floral Street  
London WC2E 9DS