Fresh Beginnings

After a little more than a year on the sidelines, I'm pleased to share that McNee Associates will be much more active on a go-forward basis now that we've turned the corner into 2019 — as I am now beyond any constraints in regard to non-competes. I'm especially excited about re-engaging with friends and colleagues throughout our industry, as we are in the midst of so many important disruptive trends and emerging technologies, many of which are driving fantastic business innovation.

In addition to continuing to publish the blog (see topics / themes below), I'm delighted to share that McNee Associates will be providing a range of consulting services for clients. For technology providers, this will focus primarily around Market Strategy and Go-to-Market consulting services, as well as custom research programs that support both internal planning and strategy development, as well as external thought-leadership that can be used to drive business development / awareness with senior business and IT execs. For technology buyers, this will focus

primarily around leadership workshops and technology strategy development.

I am excited about participating in a number of industry conferences, events and analyst briefings this year, across the target segments that I'll be covering. First up is Salesforce's Analyst Summit late next week in San Fran, to be followed by a number of additional events this Spring. If you are a provider who would like to invite me to your annual conference, or Analyst Summit – just reach out via email or phone (listed on [Contact Us](#)), or via [LinkedIn.](#)

As noted, I'll be ramping up my blogging, with a plan to publish a couple of times per month, although we may invite some guest bloggers as well. My blogging will primarily focus on the continued evolution of enterprise applications and infrastructure, and how enterprise data is increasingly becoming a key weapon framing business strategy. This includes the range of emerging analytic tools and technologies that are reshaping how we engage with customers, plan and target new offerings, optimize operations as well as develop new monetization strategies.

Find below a slightly updated list of some of the key trends that I will be tracking and writing about (alpha order only):

- Advanced Analytics / Data Science
- Artificial Intelligence (AI)
- Business and Technology Architecture

- Business / IT Platforms
- Business Model Evolution
- CIO / CFO / CMO Spending
- Cloud Analytics / Planning / Budgeting
- Cloud ERP / Financials
- Cloud HCM
- Digital Strategy / Enablement / Transformation
- Digital Marketing / Digital Customer Engagement
- Driving Innovation / Innovation Management
- Emerging Technology Trends
- Future of Work
- Internet-of-Things (IoT)
- IT Economics
- Machine Learning
- Next-Gen Technology-Enabled Products / Services
- The New Finance

I very much look forward to the adventures ahead, and encourage everyone who visits the website to [subscribe to the blog](#), and to join me in the coming weeks and months ahead as we explore the future of Business IT!

Best,

Bill McNee
Managing Principal