



## PRESS RELEASE

**Title:** ChangeDirector Named "Cool Vendor" by Leading Analyst Firm

**Subtitle:** Vendors selected for the "Cool Vendor" report are innovative, impactful and intriguing

Dorking, United Kingdom, 31<sup>st</sup> May 2011 - ChangeDirector, a leading provider of strategy & change governance software, today announced it had been included in the list of "Cool Vendors" in the Program & Portfolio Management<sup>i</sup> (PPM) report by Gartner, Inc.

**Executive Quote:**

"We are delighted to be included in Gartner's Cool Vendor report and see this as confirmation of our strategy to provide leaders & teams with a tool that brings together a broad range of governance disciplines with the highest quality report & dashboard formats. Leaders are looking for something their teams can quickly use to provide better insights and support more objective & informed decision making. With so much of this data kept in documents & spreadsheets there is huge potential to improve the performance of governance systems in a measurable and sustainable way using a central repository based tool," said Andrew Hudson, Founder and CEO of ChangeDirector.

The report highlights the general shift in PPM focus from delivery, methodology and compliance to process, to strategy execution and organizational change management. According to the report, "Discussions we have with clients go something like this, 'We've gotten pretty good at getting projects done, but now, it is becoming obvious that we aren't getting as much value from the projects as we'd originally hoped. We need to get a handle on how we can improve our benefits realization.'" The report also indicates, "while full-suite PPM tools offer capabilities in this area, organizations that haven't made this investment might find that they are better served by a smaller vendor's solution, which typically are more focused and can provide an immediate return."

<sup>i</sup>Gartner, Inc., Cool Vendors in Program and Portfolio Management, 2011, Donna Fitzgerald, Matt Light, April 22, 2010.

**About ChangeDirector:**

ChangeDirector helps leaders & teams to improve the way strategy is planned, governed and executed in their organization. It does this by providing a role based and report centric tool which can be applied to a broad range of governance disciplines including: strategy, performance; benefits realization; project portfolio; risk; business process; cost; and resource management.

**Cool Vendor Disclaimer**

About Gartner's Cool Vendors Selection Process

Gartner's listing does not constitute an exhaustive list of vendors in any given technology area, but rather is designed to highlight interesting, new and innovative vendors, products and services. Gartner disclaims all warranties, expressed or implied, with respect to this research, including any warranties of merchantability or fitness of a particular purpose.

Gartner defines a cool vendor as a company that offers technologies or solutions that are: Innovative, enable users to do things they couldn't do before; Impactful, have, or will have, business impact (not just technology for the sake of technology); Intriguing, have caught Gartner's interest or curiosity in approximately the past six months.

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<sup>i</sup> Gartner "Cool Vendors in Program and Portfolio Management, 2011" by Donna Fitzgerald and Matt Light, 22<sup>nd</sup> April 2011