

BCG and CAST to Shed Light on Software Analytics

The Boston Consulting Group will team with CAST in a webinar to showcase how analytics can improve IT effectiveness

October 10, 2014—New York—CAST, a leader in software analysis and measurement, will be teaming up with Boston Consulting Group (BCG) for a discussion of the business value of software analytics. Big data and analytics are being deployed by marketing, operations, and finance, but IT often lags the enterprise in leveraging analytics, especially when it comes to application development and maintenance (ADM).

One of the roadblocks to ADM analytics is the difficulty IT leaders have in making the business case. Andrew Agerbak, Associate Director at BCG will describe how software analytics has proven valuable for his clients in managing risky transformation programs and improving agility, flexibility, and efficiency in IT. He will be joined by Lev Lesokhin, EVP Strategy & Analytics at CAST who will describe how leading enterprises rely on software analytics to gain visibility into ADM performance and risk. Additionally, Mr. Agerbak will provide insight on:

- Types of analytics that should be measured
- How software analytics can help communicate success
- Core pieces of the software analytics business case

This 30-minute discussion is a must for executives at any IT-intensive enterprise. Business leaders and CIOs will learn what software analytics is and how the intelligent use of quality and productivity metrics will help improve IT investment decisions, operational performance, and customer outcomes.

EVENT DETAILS

Webinar: Software Analytics - Changing the IT / Business Conversation

Date: Thursday, October 23

Time: 11:00-11:30am EDT

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About CAST

CAST is a pioneer and world leader in software analysis and measurement, with unique technology resulting from \$120 million in R&D investment. CAST introduces fact-based transparency into application development and sourcing to transform it into a management discipline. More than 250 companies across all industry sectors and geographies rely on CAST to prevent business disruption while reducing hard IT costs and software risk. CAST is an integral part of software delivery and maintenance at the world's leading IT service providers. Founded in 1990, CAST is listed on NYSE-Euronext (Euronext: CAS) and serves IT intensive enterprises worldwide with offices in North America, Europe and India.

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Press Release



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