

# **New Book Applies Design Thinking to Tech Procurement**

*Rosenfeld Media Publishes "The Right Way to Select Technology"*

[Media Announcement]

FOR RELEASE: 2017-09-12

CONTACT:

Elina Glazer ([eglazer@realstorygroup.com](mailto:eglazer@realstorygroup.com))

Marketing Director, Real Story Group

Work +1.617.340.6464 ext.127

Boston, MA - 12 September, 2017 -- Digital teams should replace outdated, waterfall-based approaches to technology selection with a more agile and adaptive process better suited to modern enterprise environments, according to book authors Tony Byrne and Jarrod Gingras.

[The Right Way to Select Technology: The Real Story on Finding the Best Fit](#) was published this week by Rosenfeld Media.

The book takes an enterprise selection team through an adaptive process for aligning business and technology needs, then explains how to rapidly find the right solutions through story-based, hands-on testing.

[See Rosenfeld Media for details.](#)

Authors Byrne and Gingras are founder and managing director respectively of Real Story Group, an exclusively customer-focused technology analyst firm.

**FOR REVIEW COPIES and CHAPTER REPRINT REQUESTS, contact:**

Rosenfeld Media, <mailto:info@rosenfeldmedia.com>

**FOR AUTHOR INTERVIEW REQUESTS, contact:**

Elina Glazer, <mailto:eglazer@realstorygroup.com> | [617-340-6464 ext 127]

**ADVANCE PRAISE for The Right Way to Select Technology**

*"Read the book, follow the steps, and take control of your enterprise software life. My thanks to Tony and Jarrod for writing this excellent book."*

- Michael Krigsman, host, CXOTALK, and executive fellow at Center for Digital Strategies, Tuck School, Dartmouth

“A user-centric, business-driven approach to select technology for living, breathing human beings is critical to drive digital transformation. This practical book offers a refreshing approach that makes you rethink current practices.”

- Bonnie Cheuk, Global Head of Digital, Euroclear

“There are many books out there written based on reading other books. This great book by Byrne and Gingras is clearly based on years and years of practical experience with helping businesses select the right technology for their needs. Every page of this book is brimming with tested advice, pointers to real pitfalls, practical examples, and clear steps going forward.”

- Samuel Driessen, Senior Director External Digital Channels at Teva Pharmaceuticals

## **ANALYST QUOTE**

“We have learned from customer digital initiatives that successful engagement requires an intense focus on user-centered experiences,” says RSG founder, Tony Byrne. “Enterprises undergoing digital transformation will likewise need to re-assess their technology partners and operations in light of effective employee experience.”

## **ABOUT REAL STORY GROUP**

[Real Story Group](#) provides research and advisory services to help customers select and optimize the right digital workplace and marketing technologies. RSG evaluates Web Content & Experience Management, Digital Asset Management, ECM & Cloud File Sharing, Enterprise Collaboration & Social Networking, Enterprise Portals, SharePoint, CRM, and Marketing Automation & Campaign/Lead Management Technologies. To retain its independence as an impartial analyst firm, RSG works solely for solutions buyers and never for vendors.