

SAN RAMON, CA, December 03, 2013 **/24-7PressRelease/** -- Ventana Research, the leading business technology research and advisory services firm providing advice and research to business, has established a new partnership with Proformative, the largest and fastest-growing online community and resource for the Office of Finance.

The partnership will provide research, expert advice and insights from Ventana Research to the community members of Proformative. The two companies will collaborate to conduct business and finance benchmark research and provide fact-based insights and best practices to support business processes. Proformative members will benefit from exclusive analyst perspectives on industry trends, best practices and technology that matters to senior corporate finance executives.

"With the constant introduction of new applications and technologies, the demand for a business finance community like Proformative to provide insights and practical advice has never been more necessary," noted Mark Smith, CEO and chief research officer of Ventana Research. "Ventana Research is pleased to be able to contribute to this fast-growing community by providing expert resources from our benchmark research on best practices, technology product and vendor insights and rankings from our Value Indexes, and analyst perspectives. Our partnership will provide to members of the Proformative community unique perspectives on best meeting the needs of the Office of Finance in order to achieve the best possible business outcomes."

One aspect of the value the partnership will provide to the Proformative community is access to the subject matter expertise of both Smith and Robert Kugel, CFA, SVP and research director for Office of Finance for Ventana Research. Kugel will lead the committee to evaluate nominations and select winners for the inaugural ProformaTECH 2014 Awards for Excellence, to be announced on Feb. 13, 2014 at ProformaTECH 2014, the premier technology conference for senior corporate finance-related executives, where he is also scheduled to lead a workshop.

"Despite the fact that CFOs are increasingly playing a leading role in evaluating and purchasing enterprise technologies and services, this constituency continues to be underserved in terms of high-quality resources designed to help navigate the constantly evolving landscape of solution providers," commented John Kogan, chief executive officer and co-founder of Proformative. "This partnership with Ventana Research represents a significant step forward in closing this market gap by uniquely providing an additional authoritative opinion to complement the peer-based advice that CFOs consistently rate as the leading input for such critical buying decisions."

About Ventana Research Ventana Research is the most authoritative and respected benchmark business technology research and advisory services firm. We provide insight and expert guidance on mainstream and disruptive technologies through a unique set of research-based offerings including benchmark research and technology evaluation assessments, education workshops and our research and advisory services, Ventana On-Demand. Our unparalleled understanding of the role of technology in optimizing business processes and performance and our best practices guidance are rooted in our rigorous research-based benchmarking of people, processes, information and technology across business and IT functions in every industry. This benchmark research plus our market coverage and in-depth knowledge of hundreds of technology providers means we can deliver education and expertise to our clients to increase the value they derive from technology investments while reducing time, cost and risk.

Ventana Research provides the most comprehensive analyst and research coverage in the industry; business and IT professionals worldwide are members of our community and benefit from Ventana Research's insights, as do highly regarded media and association partners around the globe. Our views and analyses are distributed daily through blogs and social media channels including Twitter, Facebook, LinkedIn and Google+.

To learn how Ventana Research advances the maturity of organizations' use of information and technology through benchmark research, education and advisory services, visit www.ventanaresearch.com.

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About Proformative The largest and fastest-growing online community and resource for the Office of the CFO, Proformative is the pioneer in Enterprise Social Procurement, a peer-driven community model enabling corporate finance professionals to make smarter, more informed purchasing decisions for complex enterprise products and services. Based in Silicon Valley, CA, Proformative reaches more than 600,000 corporate finance and related executives at companies ranging from start-ups to the Fortune 500 and is comprised of more than 50,000 community members. For more information about Proformative, please visit www.proformative.com.

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Ventana Research and Proformative Announce Strategic Community and Research Partnership for Office

Written by Australian Business

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