

Analysts: how to capitalise on relationships

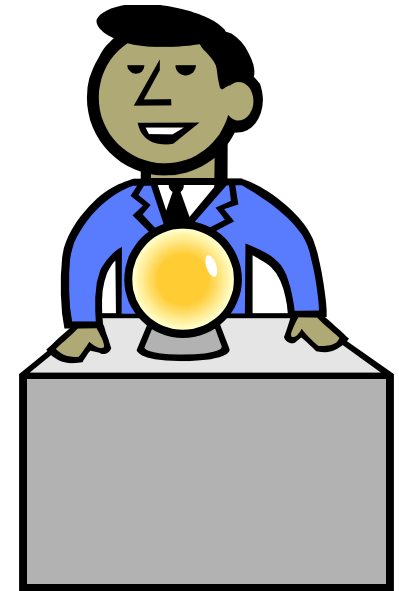
Bob Tarzey

Quocirca

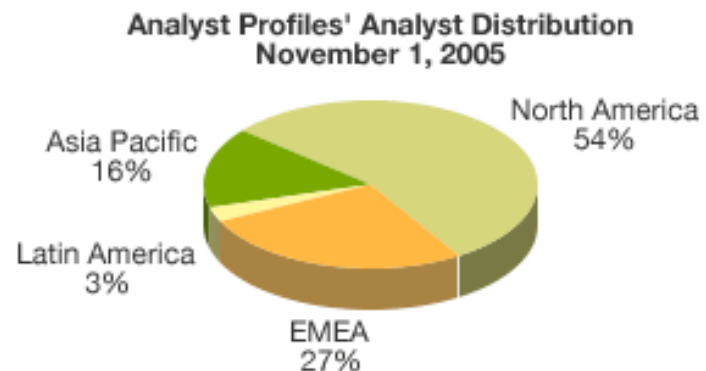
Sept 17th 2008

For Microsoft CISO Forum

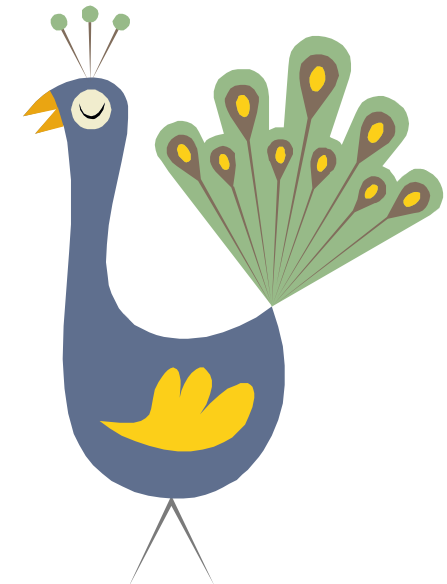
- Analysts are:
 - Market watchers
 - Market influencers
 - Futurologists
- Analysts are not:
 - Journalists (some write for the media)
 - IT directors/workers
 - Vendor representatives
- But they may come from any of these backgrounds or be career analysts



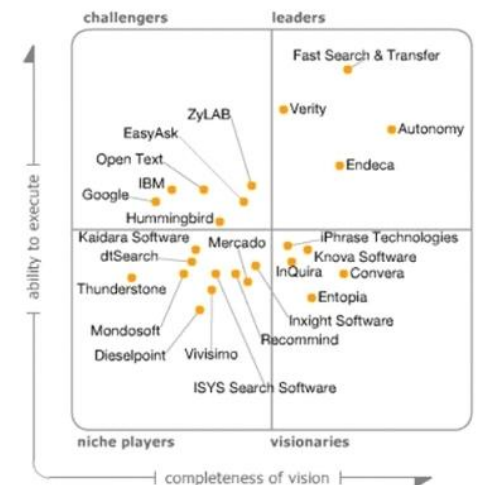
- Global brands – Gartner, Forrester, IDC
 - Regional analyst houses – e.g. Quocirca, MWD
 - Domain specialists – e.g. Cambashi, Canalys
 - Analyst relations organisations
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- 380 high tech analyst companies worldwide with 3,000+ analysts (Tekrati, 2005)



- Direct
 - Retainers/subscriptions
 - Projects
 - Direct discussions
- Indirect
 - Reports
 - Presentations, seminars, webinars
 - Media work
 - “Web2.0” – blogs, Twitter...



- Produce numbers
 - Market research
 - X units of these products were sold in 2008
 - The market for these products will be \$n in 2009
 - ROI and TCO studies
 - Product comparisons
- Elicit opinion
 - IT managers say budgets are being cut
 - CISOs say security could be improved
 - Business outsourcing more IT
 - Perceptions of this technology are...
- Report and present findings



As of October 2005

- Primary research
 - Telephone
 - Web based
- Secondary research
- End-user discussions
- Vendor briefings
- Industry events
- Channel
- Media
- Industry bodies
- Other sectors
 - Legal
 - Insurance
- Other forums



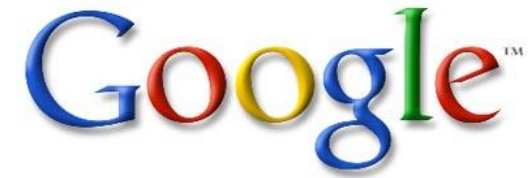
- User side
 - Subscriptions
 - Paid for reports
 - Consultancy
 - Projects
- Vendor side
 - White papers
 - Research
 - Presentations
 - PR work
 - Strategic advice
- VCs



- Technology specialists
 - Storage, servers, mobility.....
- Application specialists
 - CRM, security, SaaS....
- Market specialists
 - Financial services, retail, SMB.....
- Generalists
- Business-focused analysts

Seek the right analyst for the right advice

- The Google affect
 - Lots of analyst content is now free
 - The internet has change funding models
 - Content is open to businesses of all types
- Media reported content – most analysts don't advertise
- There is still a lot of stuff that you can only see if you pay



If your organisation has a subscription to Gartner, etc. hours of advice are often included but may go unused

Thank you

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