# Best Practices for Working with Global Industry Analysts

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- Gartner Business Development Director
- At Gartner for 4.5 years
- AR, PR and Social Media Consultant for 4 years
- VP Marketing at the Formula Group for 6 years
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#### **Agenda**

- What is Influencer Relations?
- What is Public Relations?
- What is Analyst Relations?
- Why is Analyst Relations Important?
- Who are the Players?
- Best Practices for Analyst Relations



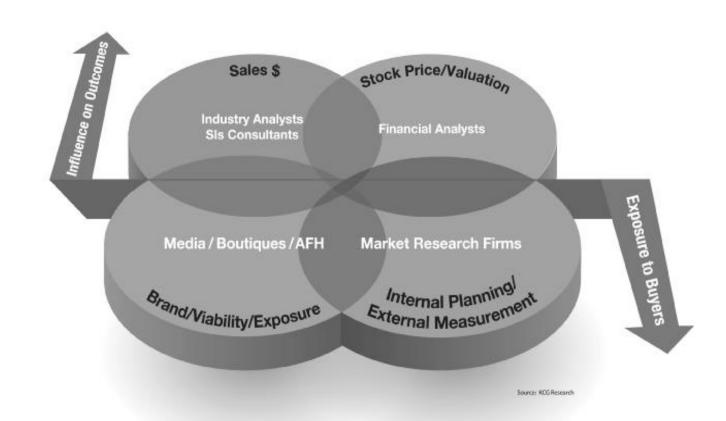
#### What is Influencer Relations (IR)?

Influencer marketing is a form of marketing in which focus is placed on specific key individuals (or types of individual) rather than the target market as a whole. It identifies the individuals that have influence over potential buyers, and orients marketing activities around these influencers. Wikipedia



#### Who Are The Influencers?

#### Why Work with the Influencers?





#### What is Public Relations?

Public Relations (PR) is the management of internal and external communication of an organization to create and maintain a positive image.





### What is Analyst Relations (AR)?

 Analyst Relations is a corporate communications and marketing activity in which corporations communicate with industry analysts who work for independent research and consulting





#### What is the difference between AR and PR?

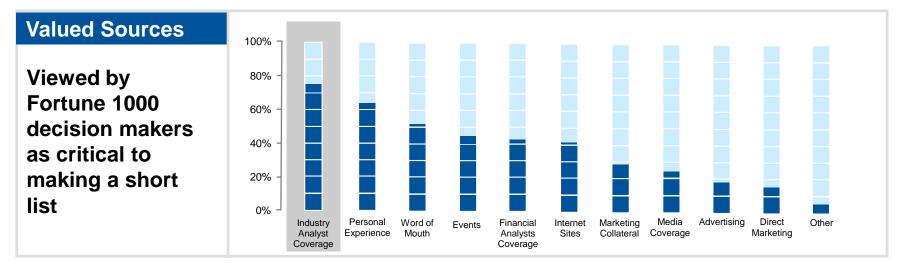
- AR is about asking questions, not just delivering messages—as in PR.
- AR targets a very focused group of opinion leaders and influencers not journalists looking for a good story.
- AR must work together with PR to create a unified message
- The Media relies on analyst opinion
- Your relationships with analysts should be built BEFORE you start your PR campaign



### Why is Analyst Relations Important?



# **Analysts Influence Global IT Spend and Investment Decisions**



- > 50% of IT Decision makers surveyed say Industry analyst information is the most important information used when short-listing IT providers
- Nearly 2/3 of IT Decision Makers subscribe to IT Industry analyst research
- Investors consult with top tier analyst firms for decision support Hill & Knowlton Survey: approximately 400 IT Decision markers

#### **Analyst Influence on IT Spend**



- The bread-and-butter activity for IT analysts is creating short lists on what technology products and services IT buyers should buy.
- Competent analysts ask their clients a series of probing questions to determine what the client really needs and then matches up the vendors that meet those requirements.
- If an IT analyst does not have the most current or complete information about a vendor and its products, then it should not be surprising that the vendor is not added to a short list they are qualified to be on.



#### The Importance of Analysts

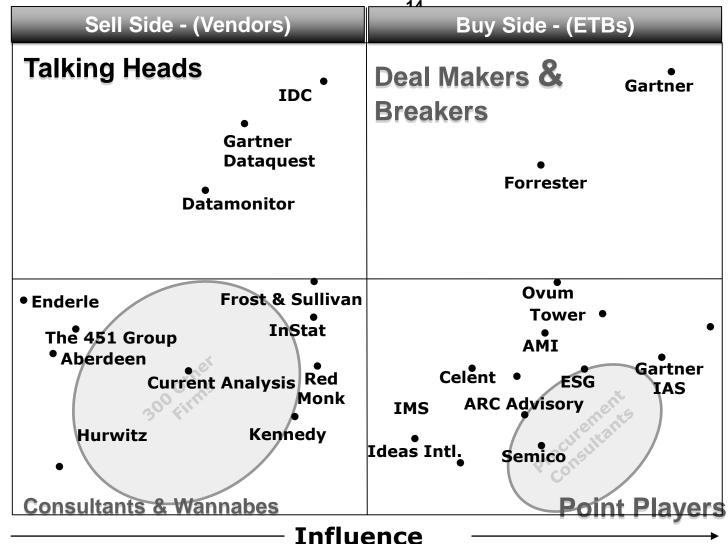
- The need for a sounding board, a knowledge base and an organization that is able to consult in making the right purchase decisions has grown with the increasing impact of high tech infrastructures on the success of companies.
- Industry analysts provide support to help managers find the appropriate answers for decision support
- Industry analysts influence an enormous amount of purchases in the industry. It is estimated to be around half the overall purchases (according to the Kensington Group)
- Industry analysts influence about 40 to 60 per cent of high-tech spending; according to a survey 55 per cent of CIOs make use of industry analyst market research to make a technology purchase decision.

(The Kea Group)

### Who are the Players?



### The Mystical Box Chart ("MBC")

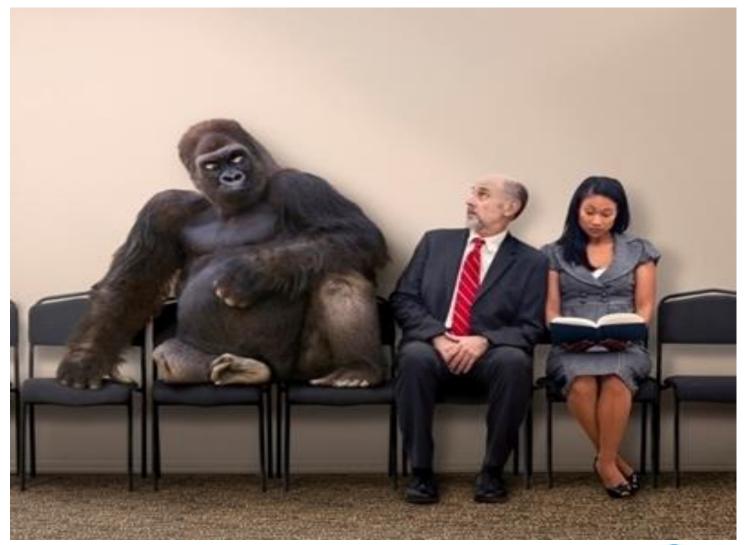


#### **Comparing the Players**

Category	Gartner	Forrester	IDC	Ovum	Frost & Sullivan
2015 Revenues	\$2.2B	\$313M	\$375M (private)	\$40M (private)	\$50M (private)
Technology Analysts	1,000 (>70 former CIO/CTO)	<b>90</b> (2 former CIO)	65 (Indiv Insight Programs)	70	<50
Total Analysts	<b>1,125</b> (174 AP; 304 EMEA)	<b>210</b> (13 AP; 29 Europe)	850 (Includes non-End User/junior/rschrs)	180	-
CIO Membership	>6,000	250	500	No Program	No Program
Client Retention Rate	84%	77%	~75%	~70%	~70%
Client Enterprises	10,796	2,431	3,000 (majority vendors)	<1,000	<3,000
Client Inquiries	230,000	<15,000 IT	Limited	<5,000	<2,000
Vendor Briefings	18,000	6,000	N/A	<500	<300
Major IT Coverage Areas	31	20	14	Telecom, Media and IT focus	Macro Industry
Contract Reviews	5,600	N/A (2 FTE)	Separate	N/A	None
Strategy Reviews	20,000	<1,000	N/A	N/A	None
2015 Published IT Documents	5,000	900	800	800	<300
Events	65	15	IDG events	No Annual	1
IT EU Flagship Event Attendance	<b>20,000</b> (6,600 ClOs)	1,000	1,000	None	<500
Global Footprint (Int'l Offices)	90	26	54	23	25



#### **Gartner is the 800 Pound Gorilla**



**Gartner** 

#### How do You Choose Who to Work With

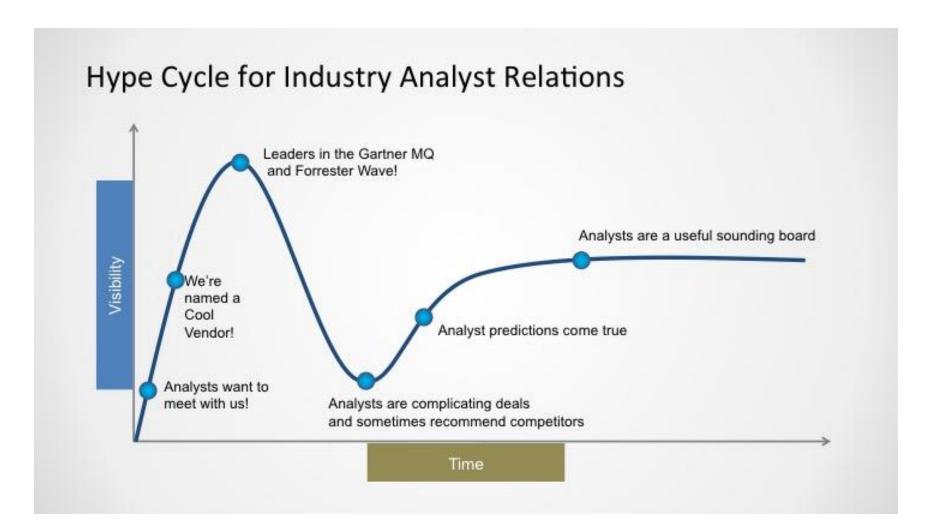
- Align your goals
  - -Exposure
  - -Content
  - -Influence
  - -Lead Generation
  - -Branding
  - -Thought Leadership



### **Best Practices for Working with Analysts**



#### Life Cycle for a Vendor

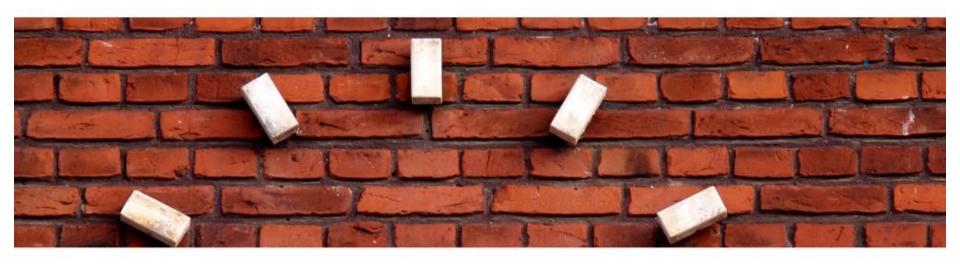




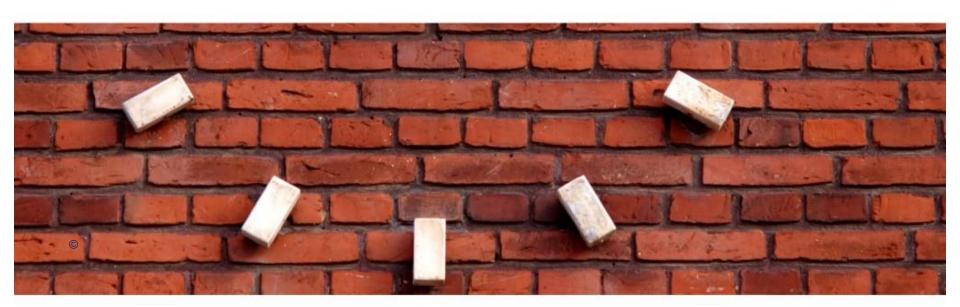


## Tips for working with analysts



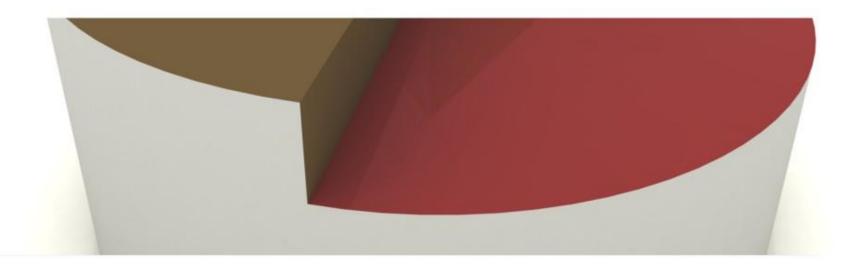


### 1. Understand analysts' motivation





#### 2. Understand the business model





## 3. Before: Do your homework





# 4. During: don't just "pitch" Listen also





# 5. If they say your baby is ugly...

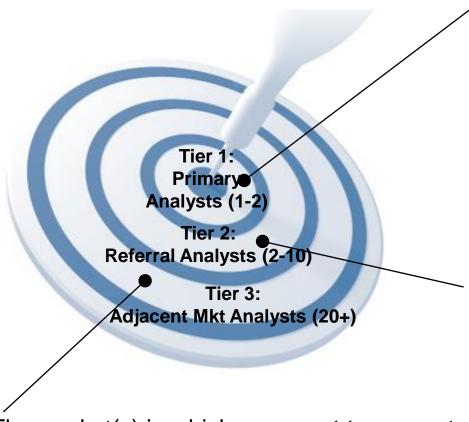




# 6. Have Patience—No Quick Results



# Your Analyst Tiering Strategy Can Make or Break Your Success



#### Your "lead analyst"

- Who? analyst who knows you best, advises target buyers, covers your primary market
- Objective? Eliminate surprises, understand what they think, learn from their perspective. They know what you are doing, understand your strategy

The markets in which you **currently** compete

- Who? The analyst who has conversations with clients where you may/should be mentioned
- Objective? Awareness They know who you are and when to mention you. You know which conversations the analyst has that include you

The market(s) in which you want to compete

- Who? Analysts covering upstream, downstream and adjacent markets.
- Objective? Innovate and anticipate



# **Use Vendor Briefings Wisely – Answer: "Why Are We Here Today?"**

 The objective of a vendor briefing is to provide answers to these questions for analysts:

- What client need do you best fit?
- Where is your "sweet spot"?
- Whom are you targeting?
- Not targeting?
- What makes you different?



VBs contribute to an analyst's overall impression of your organization



#### Apply Analyst Insight to Build a Better Business

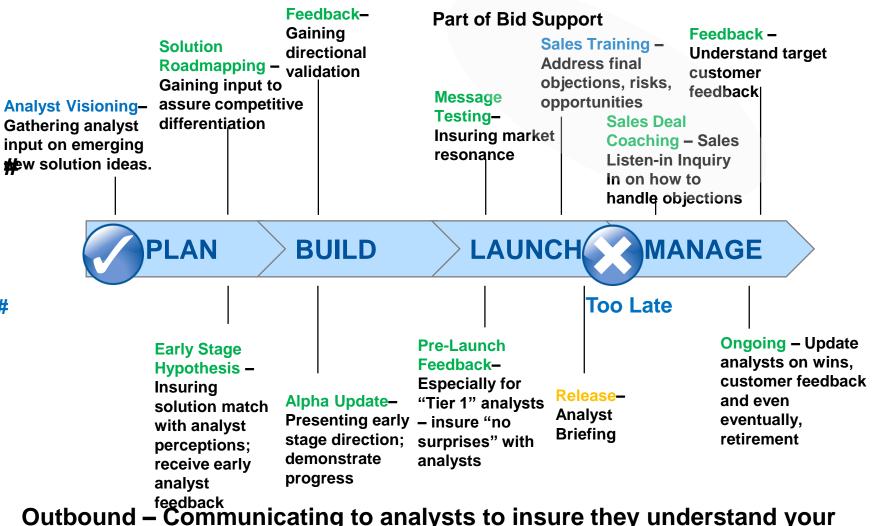
Impact Areas	AR Program Benefits to Business	
Strategic Decision Making	<ul> <li>Identify future growth opportunities</li> <li>Leverage strengths, and determine threats</li> </ul>	
<ul> <li>Product Road- mapping</li> <li>Competitively Differentiate offerings</li> <li>Bring offerings to market quickly and at right time</li> </ul>		Actions: Focus your AR
Messaging	<ul> <li>Messaging</li> <li>Understand Customer wants &amp; Needs</li> <li>Validate messaging against target audience</li> </ul>	
Go To Market  • Target high growth segments with right message • Generate more leads and validate market resonant		positive business outcomes.
Sales & Channel Effectiveness	<ul><li>Increase sales and channel knowledge</li><li>Reduce sales cycles and improve win ratios</li></ul>	





#### Engage Analysts on an ongoing, continuous basis. Start early-on in decision/development cycles!

<u>Inbound</u> – Applying analyst insight to help you build a better business



Outbound - Communicating to analysts to insure they understand your company, its products and your successes and to get exposure **Gartner** 

#### **Resources to Learn More**

- Getting Gartnered
- FAQs on Vendor Briefings
- Tips for an Magic Quadrant Briefing
- Institute of Industry Analyst Relations
- Forbes Article on Why Analyst Relations is Important



#### **Questions?**

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