

# Unisys

## **Unisys and Mr. Chapple use Analyst Impact Modelling to develop strategic European AR programme**

As a worldwide information technology services and solutions company, Unisys is well aware of the impact industry analysts could have on its enterprise sales. However, until 2004, the company has had no formal analyst relations' programme running in Europe. When Unisys' Global Strategic Marketing department took over the role of European analyst relations, Paul Bevan was appointed Director of its European Analyst Programme." Unisys had not had a strategic AR programme in Europe for some years and I quickly realised that the first step in getting a successful programme up and running was to identify, and target, those analysts who have the greatest impact on the buying decisions' of our customers," said Paul. "As I do not have a background in Analyst Relations, and needed to acquire this information as quickly and accurately as possible, I approached Mr. Chapple with a view to using its AIM analysis to carry out this critical project for us."

The decision to work with Mr. Chapple and his team was based on a realisation that it was the best placed consultancy to be able to provide Unisys the fact based information it needed.

"As far as I am aware, and we did investigate the market thoroughly – as well as cross-examining Duncan Chapple at length – his AIM analysis is unique. It is a proven, specific methodology and the only model that we believed would provide us with the accurate statistics and quantified results we required to ensure a highly targeted and effective European analyst relations programme," said Paul.

Paul was extremely happy with the project – and its findings. He felt the project was well managed, delivered on time and was value for money as it saved him huge amounts of time and internal resource. Since the project, Unisys has been focusing on working with the analysts highlighted in the study, and Paul believes that those analysts identified are the right ones to be speaking with.

"The results of the AIM study have proved to be highly accurate. This project has given me a fast start in targeting the right analysts across Europe. We now work very successfully with several analysts across each of our vertical sectors, as well as those that look across the whole outsourcing market and we are just starting to engage our sales team in using analyst research in their sales process."



Paul has continued to build his programme of AR activities, and is well aware that this initial project with Mr. Chapple helped to open his channel of communications with the industry analysts. It has also given his team an awareness and understanding of the analyst relations market, and credibility and advocacy for his team's analyst relations' work from within Unisys.

Paul concludes, "Spending time building relationships with these analysts is critical to Unisys' long-term continued business success. The role of the analyst is becoming far more integral to the buying process – now, not only do we have access to the most influential group of analysts on our business, Unisys is on their radar when researching the market for clients. This, in turn, should ensure we are on as many lists to tender as possible, so giving us the opportunity to win business, and resulting in a positive effect on our sales and revenue."

