ARchitect™ is the most powerful application designed for analyst relations professionals to organize, manage, coordinate and track all aspects of an integrated AR program—programs that drive sales.

- ✔ Identify
- ✔ Organize
- ✔ Manage
- ✔ Leverage
- ✔ Track
- ✔ Measure

Quickly identify and leverage the most influential analysts relevant to your business success. Record and archive all analyst interactions. Easily track trends and impact. Measure and report progress throughout the organization. The web-hosted application can be deployed instantly to your team without costly IT support.

Knowledge, Power and Flexibility

The core of ARchitect is the database; the power of ARchitect is the relationship manager. The two combined are a powerful ally. While the database provides a rich repository of information the relationship manager provides the ability to manage, measure and track your analyst relationships.

ARchitect is accessible through a user-customizable Web interface—something lacking in most in-house solutions. Whether you are a solo AR professional or manage a complex multi-national team, ARchitect will increase your efficiency and productivity.

ARchitect's home page provides a customizable dashboard view of your most-used features including key analysts, latest research, your follow-up items, navigation, and more.

Everything you need in one seamless application.

☑ Analyst Database

At the core of the ARchitect application is the analyst database. Content rich the database goes well beyond basic contact data and delivers information in six key areas for each analyst profile. It is updated daily to ensure you have the most current information on analysts, research firms, coverages, events and publications. It is the only comprehensive repository of information in the analyst relations industry.

ARchitect contains contact and profile information on over 6,000 analysts worldwide.

☑ Relationship Management

The power of ARchitect is the relationship manger. AR professionals can record and track activities, discussion, content and perceptions with every analyst interaction. The relationship manager makes it is easy for AR teams to coordinate efforts across multiple product teams, company divisions and even external marketing partners. As an added benefit a corporate archive of all interactions is created and accessible.

☑ ARchitect Reporting

ARchitect reporting allows users to build custom reports or choose form a large number of built-in reports. AR professionals can generate reports on perception trends, interaction summaries or build briefing books. Reports are easily converted into your favorite format for inclusion in presentations, and company reports.

☑ Analyst Grouping

Daily access to more than 6,000 analysts isn't necessary for most AR professionals. ARchitect functionality provides the ability to identify and prioritize an individual's most important analysts. Unlimited groups may be built for quick and easy access.

ARchitect Features

ARchitect Database
The most comprehensive database in the AR industry, updated daily.

- Analyst Contact Information
- Biography
- Coverage Areas
- Authored Publications
- Event Participation
- Editorial Deadlines

Relationship Manager
Provides extensive functionality to organize, plan, coordinate, track and leverage your analyst relationships.

- Relationship Tracking
- Interaction Tracking
- Perception Tracking
- Customizable Interface
- Mass/Targeted email capabilities
- Team Tools Integration
- Project Management Tool
- Corporate Archive

Power Reporting
Demonstrate results and reinforce the value of analyst relationships using Architect's reporting functionality.

- Built-in Reports
- Customizable Reports
- Perception Trend Tracking
- Interaction Summaries
- Multi-Format Exporting
- Briefing Book Capability

Analyst Grouping
Grouping capability helps prioritize analysts for a more strategic approach.

- Groups Built From Database
- Unlimited Group Capability
- Customizable Groups
- Group by Influence

More ARchitect Advantages
The total ARchitect solution includes these benefits and services.

- Outlook Integration
- Comprehensive Trainings
- Unlimited helpdesk support
- On-going best practice trainings
- Data import services

Geography doesn't matter with ARchitect

The database and collaborative tools are accessed through a Web interface and critical information can be delivered to your laptop, home PC, or PDA. Your entire team works from a common platform, reducing duplicated efforts and minimizing missed tasks and opportunities. ARchitect unifies your extended team with access to information and tools—regardless of location.

ARchitect Security

All ARchitect pages are accessed via a secure 128-bit SSL interface. That means all data is encrypted between you and ARchitect. All ARchitect users are required to login via a secure password. Your company gets its own secure ARchitect site.

System Requirements

ARchitect is a hosted solution and requires no IT support. To access it you need internet connectivity and be running Internet Explorer or Firefox. For optimal screen display resolution we recommend 1024 x 768 or higher.

ARchitect is the solution of choice for successful AR programs

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