

Analyst Attitude Survey



We ask analysts the most significant questions and show you the effectiveness of your analyst relations.

The Analyst/Advisor Attitude Survey (AAS) gives vendors and providers specific feedback about analysts' attitudes and perceptions.

The AAS report steps through each of the elements that make key analysts more likely (or less) to recommend your company to customers, partner, regulators and other stakeholders. It shows how your company and its competitors score on each aspect.

Our strong relationships with key analyst firms ensures that these studies typically achieve excellent response rates. As a

result, the findings can track analysts of highest relevance and show the opinions of analysts in the 'long tail'.

The participants are typically senior analysts leading research for their company on a regional or international basis.

The AAS is independent. Because analysts can remain anonymous, they give candid feedback. By collecting data independently from the vendors, our surveys provide companies with a balanced and truthful measure of their perception among analysts.



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Your Benefits

What insights will you gain?

- Do analysts recommend you in the sales process?
- Do analysts have the information they need to be able to recommend you?
- About which topics do analysts want more information from your company?
- What can your company do differently to win more trusted relationships with analysts?

Valuable questions. Valuable answers.

We ask analysts the most significant questions and show you the effectiveness of your analyst relations. You get specific insights into how your relationships can be changed to generate more recommendations.

The AAS also gives you a deep understanding of what your competitors are doing better or worse

than you, and how to out-manoeuvre them. Detailed qualitative interviews allow you to drill into surprises and trends.

It gives you clear measurements of your analyst relations and customized, data-driven recommendations on how your company could develop its Analyst Relations to improve brand equity and profitability.

Typical topics which can be measured using AAS.

- Brand perceptions, awareness and attitudes
- Analyst Relations effectiveness
- Engagement in sales processes, including willingness to recommend
- Attitudes towards vendor relationships
- Attitudes towards particular technologies or business models
- Compare mindshare across competitors.



ANALYST ATTITUDE SURVEY

Response	Count
IBM	48.5%
Microsoft	42.9%
Hewlett Packard Enterprise	32.0%
Cisco	31.0%
Dell	29.1%
SAP	26.1%
Oracle	26.1%
Huawei	23.6%
Amazon Web Services	20.8%
Accenture	20.0%

Which of these vendors are you most comfortable talking about?

What are the options and how do we deliver this service?

The AAS studies often work on a multi-client basis to provide vendors in common market segments with insight into analyst views, or can be customised to meet the specific needs of an individual vendor. In either case, we work closely with the client and key analyst firms to ensure that the methodology is robust and will yield actionable results.

The AAS is presented as a PowerPoint presentation and a 90 minute video conference. It includes the data that compares your firm against its major competitors. We also contrast your performance with core analysts with those in the 'long tail'.

Additional options examples...

Electronical format. It can also be delivered as a pdf and includes a companywide license so it can, for example, be put on an intranet and used as a resource.

Face to face presentation. This option entails Duncan Chapple, or another partner, visiting you for half a day and discussing the results in more detail. This is often used by AR leaders to present the finding to the whole AR team and then again separately to executive stakeholders within the company.



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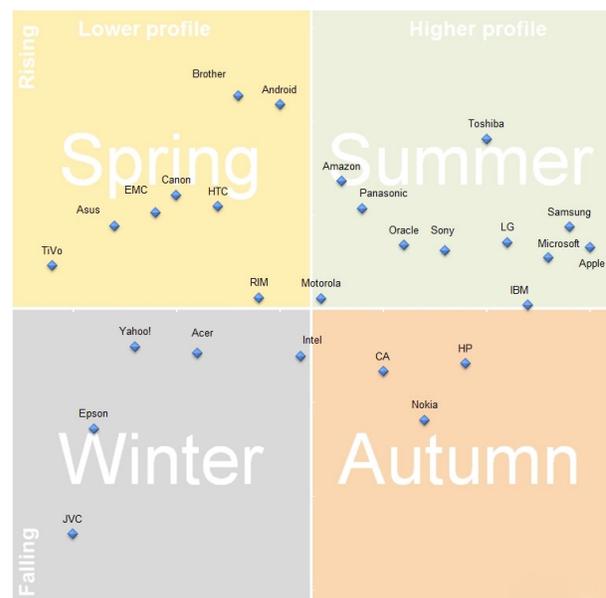
The Kea Company Influencer Quadrant as an additional opportunity to gain more insights.

With the **Influencer Quadrant**, we have created an easy-to-use tool for anyone involved in analyst relations wanting at-a-glance presentation of the profile of different vendors in analyst research. In this industry, vendors' share of voice in analyst research is strongly correlated with personal recommendations and mentions in research - both of which help generate business leads.

The IQ identifies whether your company is rising or declining in the world of industry analyst research. It places firms from a particular industry into one of four segments:

- Spring (low profile, rising);
- Summer (High profile, rising);
- Autumn (High profile, falling);
- Winter (Low profile, falling).

We track over 400 analyst firms, from IDC, the global giant producing the greatest volume, through to niche players like MWD Advisors. The chart above compares over 20,000 mentions of the brands shown. The higher a brand is, the more its share of voice has risen over the last six months. The further to the right is it, the greater its share of voice.



With the IQ you can see where you stand and what steps need to be taken to stay at the top of the chart.



About Kea Company

We are a global advisory firm delivering influencer relations and strategic guidance for providers of high tech products and services. Our professionals gained their industry insights through years of experience as influencer relations professionals, IT industry analysts and business executives. Whether you are a well-established vendor, or an emerging yet ambitious - technology provider, we can handle your influencer relations requirements.

Our company is founded and managed by people with unequalled knowledge of the inner workings and processes in global research firms like Gartner, Ovum, IDC and Forrester. We have comprehensive, hands-on experience with analyst relations from multiple perspectives.

We can demonstrate a proven track record...

- ... as associates within several renowned analyst firms
- ... as marketing and AR managers at several successful technology providers
- ... as IT and business managers at large enterprise organizations
- ... as authors of research papers on AR and two bestseller books: *"Win Them Over"* by Dr. Efreem Mallach and *"Industry Analyst Relations – an extension to PR"* by Duncan Chapple.

Our team knows, like no other, why tech providers succeed in their Analyst Relations efforts.

We help our customers do it right.

Contact us now

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