

# Analyst Value Survey



## What Is The Analyst Value Survey?

**The Analyst Value Survey (AVS) is the only survey which gives you insights into how users of analyst research value different analyst firms including Gartner, Forrester and hundreds of mid-sized firms.**

We ask professionals which analysts firms they use.

Every year we show the changes. Analyst research has changed a lot over the last 20 years, when analyst insight was consumed

by reading expensive reports. Now analysts have a wide range of services, and have a substantial impact on companies that don't have formal subscription agreements. The AVS prompts users to comment on the largest analyst firms, and also allows people to write in the names of other firms they work with.

The Analyst Value Survey, held since 2001 plays a unique role for the analyst industry.



## ANALYST VALUE SURVEY

### Your Benefits

#### What insights will you gain?

- Which analyst firms most influence buyers?
- Which analyst firms most influence investors?
- Are the analyst firms you use rising or falling in influence?
- Which analyst firms are really driving value for their customers and in the wider market?
- Which analyst firm is the right one for your company?

#### Strategy Workshop included

- Personalised presentations of the results
- Pose questions and discuss options with our managing partners
- Benchmark the results in your targeted area

#### Why should I care?

##### Buyers.

Buyers of analyst services use the results of the AVS to see which firms are perceived as delivering the highest impact on their IT decision making. Keep in mind that high-profile analysts might not be the only option. Smaller firms without a full portfolio of slick services can be cheaper, and sometimes just as close to growing market sectors. A small analyst firm might have a lot to offer and, indeed, many upstart firms are now delivering more value than the major analyst stalwarts.

##### Providers.

Analyst Relations and marketing professionals at technology providers use the AVS to improve and justify their prioritisation of relationships with analysts who impact their business.





## ANALYST VALUE SURVEY

# How do I leverage the results?

The results will help you to understand which analysts firms have the most impact, and which will give you the most value.

### Research Firms and investors.

Right now the ICT research industry is subject to unusually rapid changes as freemium firms start to compete on value.

To stay ahead of the competition, firms need to respond towards the changing and growing needs of customers. This is only possible through rich insights into their needs and wants.

Analyst firms and their investors use the insights from the Analyst Value Survey to understand how they can deliver more value and overtake their competition. The AVS findings share the market's changing experience of competitors' research, services, and brand reputation.

We can provide in-depth analysis of specific market trends and can help to solve questions like how to enter a new market, how to provide more value to your customers and prospects, and which areas of your business should be improved.

## What leading analysts have to say ...

“ I would also like to thank the hard-working people at Kea Company, which today has adopted the mantle of ‘analyst of the analysts’ for pulling off such a terrific and comprehensive study ”

Phil Fersht,  
CEO - HfS Research

“ Saving the best for last - big shout-out to the rockstar team at Kea Company for putting together a comprehensive study. I truly believe the outcomes of this study will help the IT community at large to make well-informed decisions on analyst relations. Keep up the brilliant work! ”

Sanchit Vir Gogia,  
CEO - Greyhound Research





## ANALYST VALUE SURVEY

### How does the AVS work?

The Analyst Value Survey process generally spans four key milestones, each of which has specific deliverables.

- MILESTONE 1** Participant webinar
- MILESTONE 2** Detailed report
- MILESTONE 3** Discussion at the Analyst Relations Forum
- MILESTONE 4** Analyst Firm Awards.

#### Kea Company objectivity.

At Kea Company, the AVS is the compass we use to help ourselves and our clients to navigate through the complex global market. That is why we aim to maximize the participation in the survey, in order to better assure its objectivity and robustness. We are committed to avoiding bias and potential conflicts of interest. The design and analysis of the survey is separate from its business development and commercialization. Kea's researchers and consultants are committed to the highest standards of ethics in the research process.

### How is the service delivered?

The Analyst Value Survey offers three big benefits:

- our detailed report, typically over 130 pages
- a recorded webinar to give you the overview
- a face-to-face video workshop where we help you use the AVS to develop your strategy





curious | intelligent | resourceful

## 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. Efrem 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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