

Outsourced Analyst Relations



What is Analyst Relations (AR)?

In nearly every tech industry news story, conference or sales pitch, industry analysts are being quoted. You probably came across analyst firms like Gartner, Forrester or IDC – but there are many more regional players, boutique firms and even highly influential individual analysts influencing decisions in the market. Analysts speak to thousands of your potential customers, partners and investors every day.

Analyst Relations is the structured and systematic process of engaging the analyst community in order to position your company and products, receive feedback from analysts and gain their mindshare.

Properly interacting with the right analyst at the right time you can ensure that your company is on the analysts' radar and gets the attention and recognition it deserves.



kea

Why should you care?

Your buyers are heavily influenced by research and analysts – as an example over 70% of the Fortune 1000 firms and many smaller firms leverages analyst insight when buying technology solutions, validating their strategy and acquiring promising technology vendors. Subject to respecting analyst in-dependence and objectivity, you can indeed control analyst influence by exploiting the opportunities to share the information you want to convey. Analyst influence could mean both recommendations for your offerings to potential buyers and partners as well as coverage of your company in research read by your clients and prospects. For any successful technology vendor Analyst Relations is the amplifier of their success.

Analyst Relations = Access to the Thought Leaders.

Research has found that analysts have even higher levels of influence than consultants, the media or vendor experts. Working with our AR consultants you will benefit from our experience and avoid focusing your resources in the wrong places.

Analyst Relations = Superior Market Intelligence.

Critical business decisions follow one another at an unprecedented rate. Better insight, of course, creates better decisions, but the availability of insight needs to be timely and preferably, 'on demand'.

What does our service include?

Our analyst relations program is designed to support our clients throughout all stages of analyst relations:

Design of the Analyst Relations Strategy

- Identification of relevant analysts
- 'Tiering' of target analysts
- Analyst Relations Planning and Roadmap
- Budget calculation for analyst interactions (analyst firm proposal review, guidance on subscriptions and services)



Outsourced Analyst Relations

- Goal setting for Analyst Relations activities, advantages for marketing and sales
- Planning and preparation of briefing materials.
- Upcoming Research Tracking about research with possibilities of participation and mentions
- Support for preparation of input for research publications.

Execution of the Analyst Relations activities

Analyst Mindshare and Briefings

- Coaching for Analyst Relations briefing
- Active interaction with Tier 1 and 2 analysts on client's behalf
- Organizing of briefings for the analysts
- Communication of company and product information with analysts.

Analyst Tracking

- Research clippings about the client and analysts
- Following of Analyst Events (e.g. Summits, Roundtables)
- Screening possibilities for 1:1 interaction and personal inquiries (trade shows, local briefings, etc.)

Analyst Relations Consulting

- Continuous advice about the Analyst Relations strategy
- Periodic review of Analyst Relations goals and roadmap
- Analysis and advice on the continuation course after one year of the Analyst Relations Program.
- Our Analyst Relations team tracks which analysts are used by important journalists/ investment firms
- AR/PR/IR coordinate outreach schedules to create synergy and to exploit positive coverage to maximize market impact.



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

Kea Company

contact@keacompany.com

+49 2871 476 1196

Connect with us online

Web: keacompany.com

Twitter: [@keacompany](https://twitter.com/keacompany)

LinkedIn: [Analyst Relations Forum](#)

Blog: influencerrelations.com



curious | intelligent | resourceful

United States of America • United Kingdom
The Netherlands • Germany