



## ARchitect™ is the solution of choice for successful AR programs

ARchitect was designed and built by AR professionals to manage and streamline the day-to-day activities of an AR professional. It is a comprehensive application comprised of 4 key components built to increase efficiencies so AR professionals can concentrate on what's important: building analyst relationships.

### ARchitect Database

At the core of the ARchitect application is the analyst database, content-rich and dynamic, it goes well beyond basic contact data. All the information is pre-populated and ready for easy access when you receive your seat license.

### ARchitect Relationship Manager

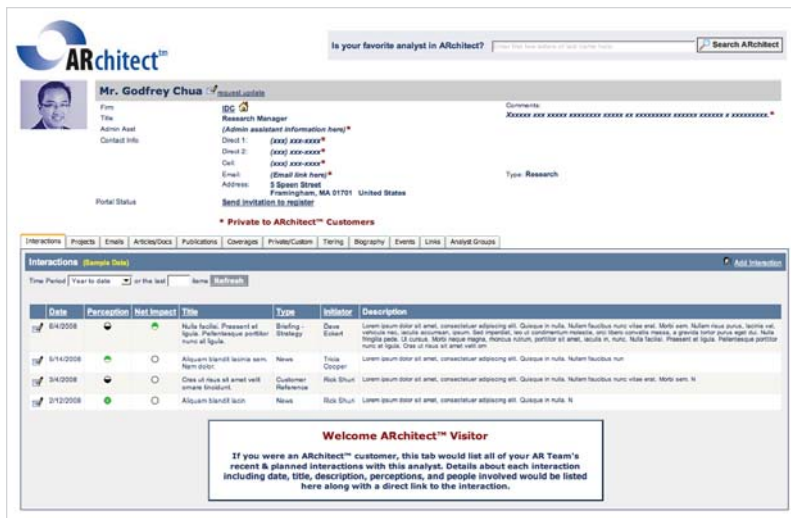
The ARchitect Relationship Manager provides the extensive functionality to organize, plan, coordinate, track and leverage your analyst relationships. All functionality relates back to the day-to-day tasks, objectives and responsibilities unique to the AR industry.

### ARchitect Reporting

The most significant benefit of any system is not just what data can be entered but the power of the information that can be extracted from the system. The reporting capabilities of ARchitect are robust.

### ARchitect Analyst Grouping

Daily access to over 6,000 analysts' profiles isn't a necessity for most AR professionals. To help harness the power of the database, ARchitect functionality provides each user with the ability to personalize analyst groups.



The screenshot shows the ARchitect web interface. At the top, there is a search bar with the text "Is your favorite analyst in ARchitect?". Below this is a profile card for "Mr. Godfrey Chua" with fields for Firm, Title, Address, and Contact Info. A "Send invitation to analyst" button is visible. Below the profile is a table of interactions with columns for Date, Perception, Net Impact, Title, Type, Initiator, and Description. A "Welcome ARchitect™ Visitor" message is displayed at the bottom of the screenshot.

### ARchitect Benefits:

- Forward Planning
- Management Reporting
- Global Coordination
- Proactive Communication
- Increased Productivity
- 360 Degree Analyst View
- Quick Implementation
- Centralized Information

### Sample Screen (left):

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



### What Our Customers are Saying:

ARchitect™ provides us the ability to effectively measure our analyst relations results. Companies are increasingly being pressured to demonstrate an ROI. ARchitect™ gives us the capability to document and illustrate our value to the organization with easy, accurate reporting tools.

– Susan Pullin, Director Industry Analyst Relations, Corporate, CSC

We access the ARchitect™ analyst database daily and have found the information to be accurate 99.9% of the time.

– Jocelyn Eisenberg, Former Director Analyst Relations, Cognizant Technology Solutions

ARchitect™ has made our AR program more efficient and effective by providing a world-wide collaborative environment with fast and easy access to information.

– Carter Lusher, Former Director, Analyst Relations, HP

ARInsights is a valued business partner of ours with a great product. We have seen many organizations choose ARchitect™ – not only for its powerful database but to more successfully manage and streamline the day-to-day activities of their AR departments. KCG uses the database regularly for internal research and customer projects.

– Bill Hopkins, CEO, KCG

ARchitect™ has proven to be an invaluable resource in the execution of our influencer program. When a tool is so well designed and focused on a specific purpose, it can save you precious cycles and increase your efficiency and effectiveness dramatically. ARchitect™ is such a tool.

– Skip MacAskill, Director of Global Analyst Relations, Nortel

### ARchitect Details:

#### Productivity anytime, anywhere

The ARchitect™ database and Relationship Manager are accessed through a web interface and critical information can be delivered 24/7 to your laptop, home PC, or PDA.

#### System Security

Your company will have its own secure site. All users are required to login via a secure password; only designated team members can access the site. All ARchitect™ pages are accessed via a secure 128-bit SSL interface.

#### System Requirements

ARchitect™ is a hosted solution and requires no IT support. It works with Internet Explorer and Firefox and is available wherever there is internet connectivity.