Size Doesn't Matter: A Tale of Two AR Programs

November 16, 2017

Phil Nash, Senior Director, Industry Analyst Relations
“Size doesn’t matter.
Fast data is better than big data.”

Hilary Mason, Data Scientist
Background Check: Who is this Guy?
DataStax: The Data Platform for the Right-Now Economy

- **CONTEXTUAL**
- **ALWAYS-ON**
- **REAL-TIME**
- **DISTRIBUTED**
- **SCALABLE**

The power behind the moment. | DATASTAX
DataStax: The Company We Keep
Big AR Challenges at Symantec

Growth by Acquisition
34 Companies bought from 2005-2015

Overwhelmed Operations

From Proactive to Reactive AR
Scale Issues

- Tracking
  - 27+ products and topic areas
  - 12 types of engagements
- Time to focus on operations
  - How do we execute better?
  - How do we show the value of AR better?
- Architect Investment
  - Helped in several areas, including
    - Analyst Output
    - Analyst Engagement
Improved monitoring of analyst output

- Typical quarter
  - 250 analysts
  - 500 articles
- Centralized monitoring
  - More accurate
  - More consistent
  - Less burden on AR managers
- Easier to share with stakeholders
Understanding analyst engagement patterns

- Tracking analyst engagement
- Share activity with stakeholders as part of metric discussions
- Monitor team execution
- Prioritize analyst targets
- Analyze engagement effectiveness over time
A One-Man AR Band at DataStax.

- Actually, AR is a team sport
- Inherited a strong program from predecessor
- Great support from key functional areas and leadership team
- My mission – build an "enterprise-class" AR program to align with company’s goals
Big, Early Challenges at DataStax

Operational Efficiency

Learning the Market

Raising Awareness
Architecting Operational Efficiency

- Single repository for recording analyst engagements and creating analyst target lists
- Time saver for creating background material for stakeholders
- Learning and metrics tool
Architecting a Faster Learning Curve

• Single source of analyst information
• Direct link from analyst to their output to get a better sense of their point of view, productiveness, etc.
• Self-serve training tool for veterans new to a market or new AR practitioners
Architecting Awareness

DataStax focused on raising awareness:
How can AR Help?

- Metrics that track analyst share of voice among key competitors.
- Metrics that track DataStax inclusion in major market reports.
- Metrics that track performance against analyst engagement priorities

Example
Architecting Awareness: Share of Voice

Example Analyst Share of Voice Quarterly Reporting – Not Actual

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Architecting Common Thread Values

Real Data

Single Source

Outside Perspective