Rethinking AR Strategy – Time to Reset the Status Quo?

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Analyst of the analysts
AR best practices advisory
Category creation
Influencer landscape analysis

AR professional and vendor analyst client
Informatica’s mission is to accelerate our customers’ data-driven digital transformation
A Leader in Five Gartner Magic Quadrants

Magic Quadrant for Data Integration Tools

Magic Quadrant for Metadata Management Solutions

Magic Quadrant for Data Quality Tools

Magic Quadrant for Master Data Management Solutions

Magic Quadrant for Enterprise Integration Platform as a Service

July 2018
Mark A. Beyer, et al., 19 July 2018

Aug 2018
Guido De Simoni, et al., 09 August 2018

Oct 2017
Mei Yang Selvage, et al., 24 October 2017

Oct 2017
Bill O’Kane, et al., 30 October 2017

Apr 2018
Keith Guttridge, et al., 18 April 2018

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Objectives of this Keynote

Provocative

not

Prescriptive
Objectives of this Keynote

Participation
not
Pontification
Participation: Taking the Conversations Online

• Twitter hashtag #ARUF18
• Twitter hashtag #ARchat

• Association of Analyst Relations Professionals LinkedIn group
• IIAR LinkedIn group
• Technology PR, AR and Social Media LinkedIn group
Key Take Aways

1. Sacred cows make the best burgers
2. Rethink AR’s focus from driving coverage to driving strategy
3. Rethink AR automatically supporting Gartner’s every initiative
4. Rethink marketing priorities to build the brands of other firms
5. Rethink AR’s organizational home to enable driving strategy
Key Take Aways

1. Sacred cows make the best burgers

#ARUF18  #ARchat
Analyst Landscape Not Experiencing Disruption

- Review Sites
- Auto Generation
- Buying Behaviors
- Tech Innovation
- Black Swan

Sources: ARInsights webinars by Carter Lusher
- IT Industry Analysts in 2023: Evolution, Revolution, or Disruption?
- Yelp for Enterprise IT - Analyst Firm Killers or Complements
- IT Industry Analyst 5-Year Scenario: Implications for AR of Acquisitions and AI
“Why doesn’t AR prioritize sales execution?”

“Is the quadrant still relevant?”
Key Take Aways

2. Rethink AR’s focus from driving coverage to driving strategy

#ARUF18 #ARchat
Sacred Cow: AR Focus on Driving Coverage

**AR objectives**

- Shape market perception  
  – to generate leads
- Arm sales  
  – to close business
- Drive analyst usage  
  – to improve decision making

**AR charter**

Leverage the unique value of the industry analysts within their value chain to drive top-line results

Source: SageCircle – Reproduced with permission SageCircle is now Kea Company
Provoke: Invert AR’s Focus to Strategy and Change

AR charter

Leverage the unique **insights** of the industry analysts within their value chain to drive **superior strategy**

AR objectives

- Power sales executive and senior staff interactions with analysts
  - strengthening sales strategy by grokking prospects, anticipating competitors’ moves

- Drive “C” suite and senior staff advisory conversations with analysts
  - enhancing strategy, product market fit, messaging, marketing

- Shape market perception
  - generating leads and enhancing brand visibility

Source: SageCircle – Reproduced with permission SageCircle is now Kea Company
Key Take Aways

3. Rethink AR automatically supporting Gartner’s every initiative

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Sacred Cow: All Gartner Initiatives are Top Priority
Sacred Cow: Every New Initiative will be a Winner

“Voice of the Customer” – the next branded research with “big rock” status

“Leveraging Gartner Client References” – up next, in prototype
Provoke: Stop Spending Your Money and Effort Doing Marketing & Branding for Gartner


Read the Report!

We're pleased to be named to the Customers’ Choice Zone! Free from vendor influence, Gartner Peer Insights research reports are based on enterprise professionals’ software and service reviews and first-hand experiences through various stages of the IT life cycle – from evaluation through deployment.

Read the Report!
Key Take Aways

4. Rethink marketing priorities to build the brands of other firms

#ARUF18  #ARchat
Sacred Cow: Other Firms’ Signature Research Don’t Deserve Vendor Promotional Muscle
Provoke: Invent the future

“The best way to predict the future is to invent it.”

Alan Kay
Big Thinker, Computer Scientist, Fellow
Xerox PARC
HP Labs
Apple
Provoke: Give Other Firms’ Research Visibility

TrustRadius

Ovum

Many Other Firms...
Provoke: Give Other Firms’ Analysts Visibility

Frank Dickson, IDC
Validating the Known: A New Approach to Cybersecurity

Watch the webinar, get the free report.

Bromium
Analyze the Future
Key Take Aways

5. Rethink AR’s organizational home to enable driving strategy
Sacred Cow: AR is a Corp Comms Function
Provoke: AR reports to an executive with strategy and execution responsibility

Chief Product Officer

Corporate Strategy

Chief Sales Officer

Customer Advocacy

AR

AR

AR

AR
Wrap Up

#ARUF18  #ARchat
Key Take Aways

1. Sacred cows make the best burgers
2. Rethink AR’s focus from driving coverage to driving strategy
3. Rethink AR automatically supporting Gartner’s latest initiative
4. Rethink marketing priorities to build the brands of other firms
5. Rethink AR’s organization home to enable driving strategy
Sacred Cows: What are Yours?

During the networking breaks and online what are other sacred cows that we should consider?

#ARUF18
#ARchat
Appendix: AR Resources
Resource: ARchitect from ARInsights

• **ARchitect** is an **ARM** (analyst relations management) application

• **Think CRM for AR**
  • Interaction manager, project manager
  • Continuously updated database of 7,500+ analysts and 940+ analyst firms
  • Mobile app, emailer, reporting, et cetera

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  • www.ARInsights.com
  • Twitter: www.twitter.com/ARInsights
Resources: Recorded Webinars

• IT Industry Analysts in 2023: Evolution, Revolution, or Disruption?
  • https://attendee.gotowebinar.com/recording/1198227264137383171

• Yelp for Enterprise IT - Analyst Firm Killers or Complements
  • https://attendee.gotowebinar.com/recording/5301701414427844865

• IT Industry Analyst 5-Year Scenario: Implications for AR of Acquisitions and AI
  • https://register.gotowebinar.com/recording/viewRecording/1576033761764502017/8442473982502331404/edcapps@cox.net?registrantKey=7856305641312604172
Resource: Taking the Conversations Online

- Take the conversation online
- Twitter hashtag #ARchat
- IIAR LinkedIn group
- Technology PR, AR and Social Media LinkedIn group
- Association of Analyst Relations Professionals LinkedIn group
Analyst Observatory is an ongoing academic research program

- University of Edinburgh Business School

- “The Analyst Observatory supports and promotes comprehensive and rigorous analysis of how technology start-ups gain competitive advantage from analyst endorsements.”

- While the mission states “start-ups” its case studies and publications are of interest to mature vendors and AR teams.

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Resource: Analyst Strategy Group

• ASG is an AR measurement and advisory firm
  • Analyst perception audits specific to AR, marketing, sales organizations
  • Metrics dashboards on a variety of issues
  • AR diagnostic, AR plan review
  • AR training on topics like measure program, executive sponsorship, etc

• Contact
  • Rob Kolokousis, Co-founder & VP Sales
  • rob@analyststrategy.com
  • 408-737-2320
  • www.go2asg.com
Resource: Kea Company

• Kea is an AR advisory firm
  • AR best practices and analyst landscape research
  • Phone-based and in-person advisory and consulting
  • Surveys
  • Tools and templates
  • Training

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Resource: Knowledge Capital Group (KCG)

• KCG is an AR advisory firm
  • AR best practices and analyst landscape research
  • Books
  • Phone-based and in-person advisory and consulting
  • Tools and templates
  • Training

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  • William Hopkins, CEO & Founding Partner
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  • Twitter: www.twitter.com/KCGARPros
Resource: The Skills Connection

- The Skills Connection helps vendors prepare for analyst assessments, deliver briefings and increase marketing and sales engagement success.
  - Former senior Gartner analysts
  - Advisory/best practices on Magic Quadrant (and Wave) campaign execution
  - Advisory/best practices on year-round analyst engagement

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Continue the conversation online

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