

ARchitect User Forum 2015

2015 PRESENTERS HAVE BEEN ANNOUNCED!

The Future of Analyst Relations

Ray Wang, Constellation Research

Things To Consider When Implementing ARchitect

Jocelyn Eisenberg, SAP


Navigating The Changing World of Influence

Oracle Performance Analyst Agenda Planning using ARchitect

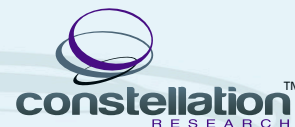
Mike Seback & Melody Wood, Oracle

Leveraging ARchitect to support Telefonica AR way of life

Gemma Lianez, Telefonica

Ray "Ray" Wang (@rwang0) 

Principal Analyst & Chairman



“The rise of non-traditional influencers creates new opportunities and challenges for AR Professionals” (2010)



How we got to where we are today

Despite what we know, strategies focus on the legacy analyst firms...

Gartner®



FORRESTER®

...most programs spend their time reacting to

Tragic quadrants
and squares of
despair

Report and
survey requests

Inquiry support

Unfortunately the legacy analyst firms have



Raised pricing

Reduced access to analysts

Underinvested in analyst resources

Increased sales hires

Created more evaluation categories



The Shift From Analysts To Influencers

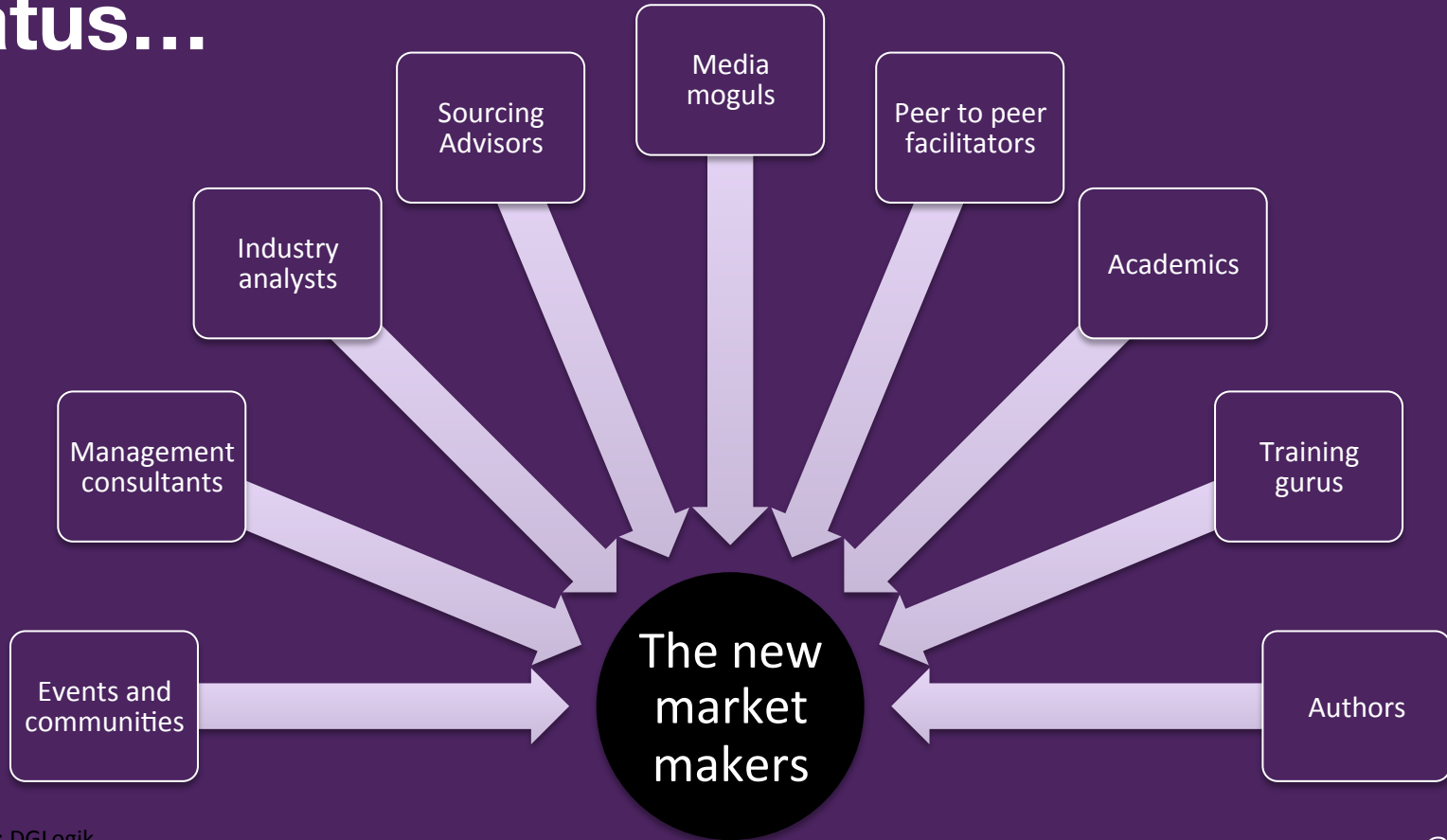
**There was a time when analysts came in
four varieties...**



The shift in social media and new mediums changed the landscape



Today's influencers seek market maker status...



Start by understanding the business model

Influencer Type	Fame	Fortune	Market Impact	Personal Impact	Business Models
✓ Events producers	High	Low	Low	Low	Tickets and sponsorships, cheap speakers, free content, list sales
✓ Management consultants	Low	High	Medium	Low	Advisory, consulting, change management
✓ Industry analysts	Low	Medium	High	Medium	Syndicated research, advisory
✓ Sourcing Advisors	Low	High	Medium	Medium	Referral of deals and cut of savings
✓ Peer to peer facilitators	Low	Low	Low	High	Events, facilitated sessions, stone soup analysis
✓ Media	High	Low	High	Low	Advertising, events, custom content
✓ Academics	Medium	Medium	Medium	High	Grants, speaking fees, tuition
✓ Training gurus	Low	Medium	Low	High	Seats, curriculum, workshops, books
✓ Authors	High	Medium	High	Medium	Books and speeches

The background features a complex, symmetrical pattern of glowing blue and purple light trails that radiate from a central point, creating a sense of dynamic energy and connectivity. Small, bright particles are scattered throughout the scene, adding to the futuristic aesthetic.

The Future of Influencer Relations

The big trends

AR budgets reduced in lieu of content marketing

Number of influencer firms proliferating

Metrics for success still primitive

Bandwidth constraints keep AR from influencer shift

Quality of the analysts remain spotty at best

Perception of pay to play driven by sales

Organizations can't keep up with new mediums



Drive AR Strategy Using The 3 Archetypes

One approach is the three archetypes of industry analysts



Client advocates focus on helping clients leverage technology and services



Serve as trusted advisors to clients

Seek detailed, tactical product information – validated through references

Impact near-term deal flow

Influence buying behaviour

Product strategists seek to impact an industry



Serve as trusted advisors to vendors

Require access to product experts to identify or validate trends

Recognize and credit industry innovators

Influence industry trends and vendor opinion

Evangelists enjoy public exposure and media interaction

- Serve as trusted advisors and resources to the media/press
- Expect vendors to keep them informed
- Drive demand generation
- Influence media perceptions of a vendor

Balance win-win strategies based on archetypes and preferences



- Research and writing
- Advisory
- Inquiries
- Briefings
- Events and member support
- Sales/POC support
- Press
- Vendor outreach
- Relationship building
- Catching up on industry news/gossip
- Editing
- Coaching

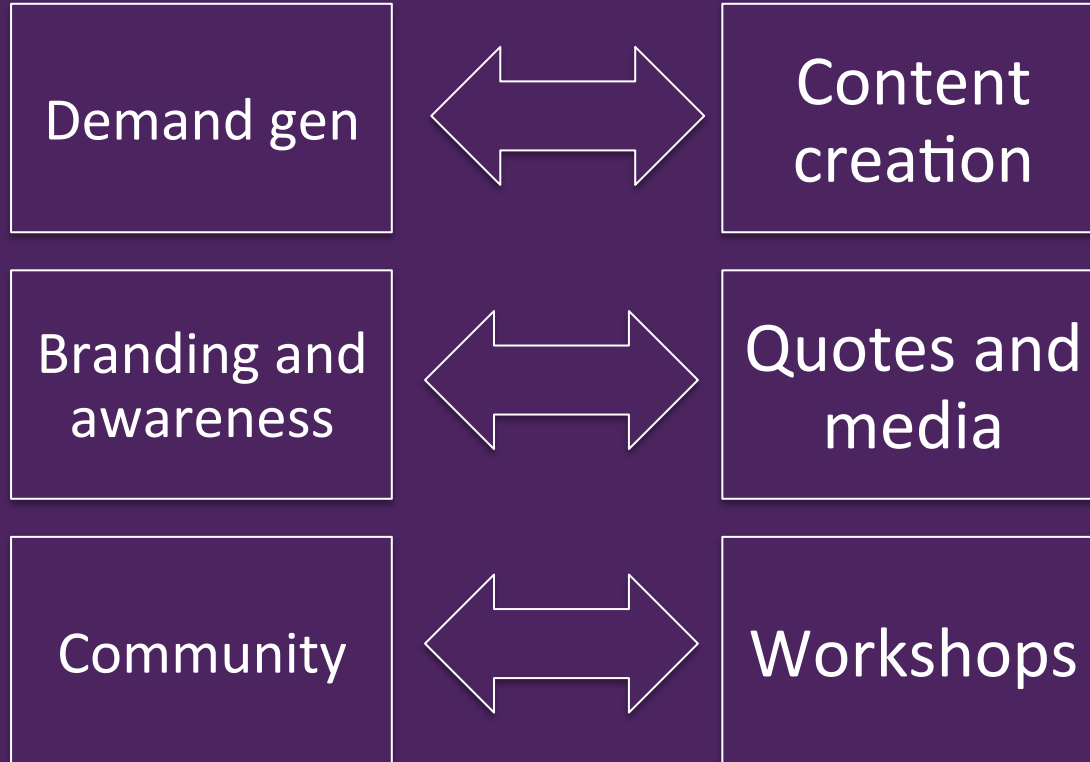
A hand is shown holding a clear glass globe. The globe's surface is highly reflective, mirroring a modern building with a grid of windows and a vibrant rainbow. The background is a clear, bright blue sky with some light clouds. The overall composition is centered and balanced, with the globe as the primary focus.

The Future



“Success in AR will require an integrated influencer relations approach” (2012)

Where AR is aligned determines latitude to try new approaches



Five strategies for success

Use influence maps to identify analysts in deal flow, media, investor relations,

Align analyst spend beyond traditional research

Identify win-win in content marketing

Bring analysts into the sales mix

Leverage analysts for evangelizing mindshare

Thank you



R "Ray" Wang

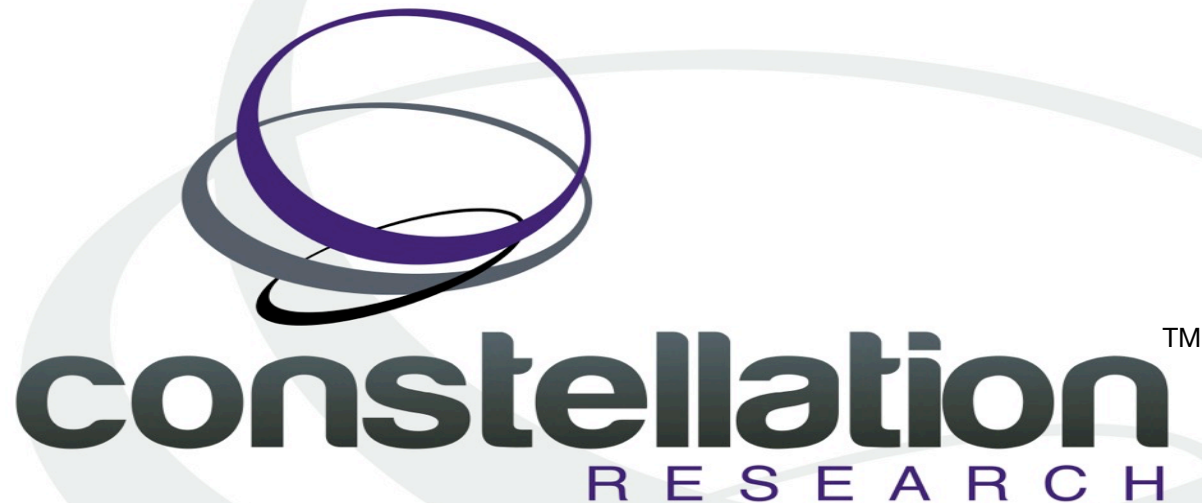
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