Using Analyst Premium Content

ARchitect
USER FORUM 2015

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Use Cases for Analyst Premium Content

Analyst Premium Content Details

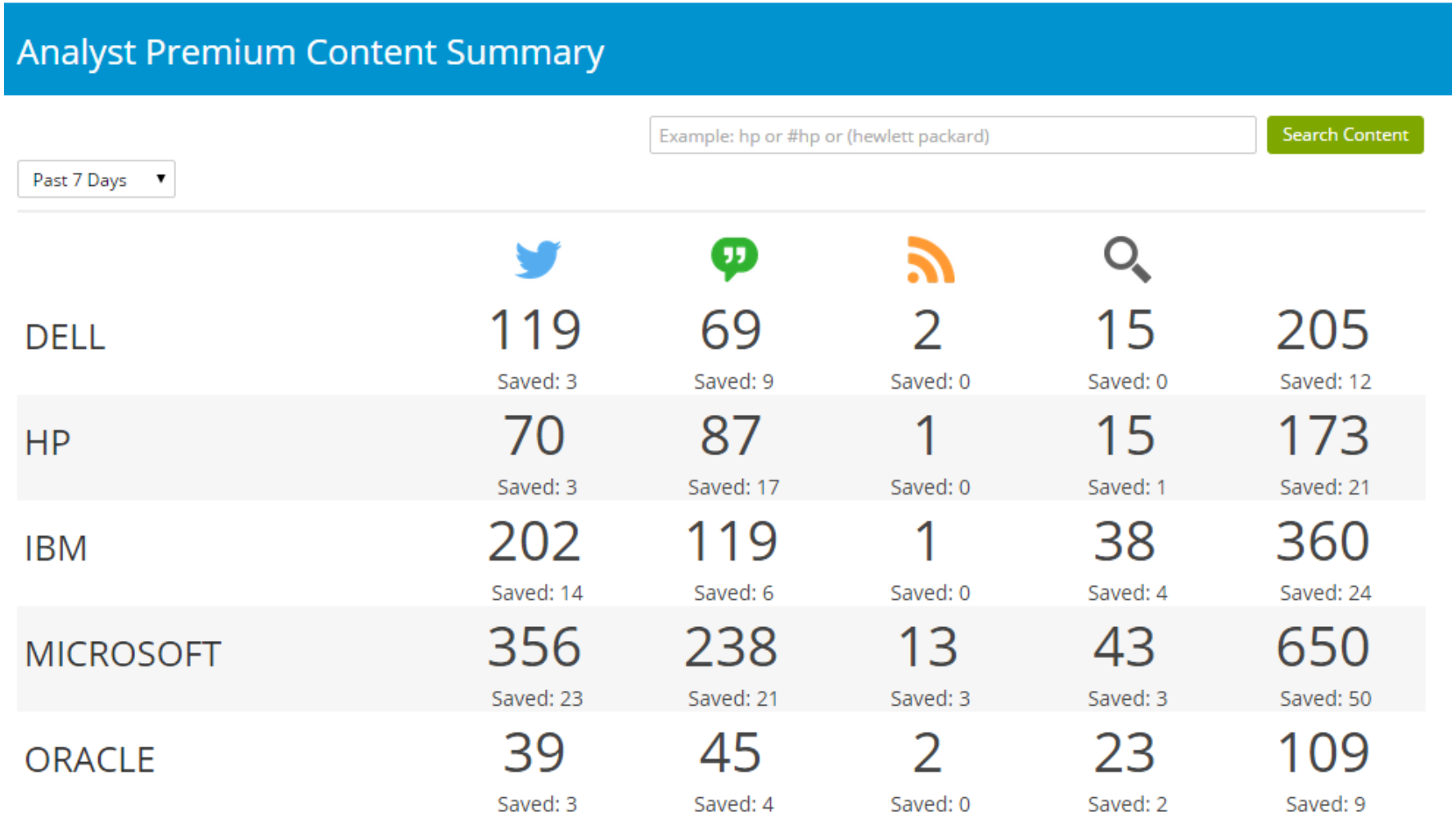
ANALYST RESEARCH
The database is updated with daily feeds from 17 leading firms, including Gartner, IDC and Forrester

ANALYST TWEETS
ARchitect saves tweets from over 3200 analysts with significant followers and can be queried for only relevant tweets

MEDIA QUOTES
Analyst Quotes from over 55,000 media outlets are captured with links to source articles

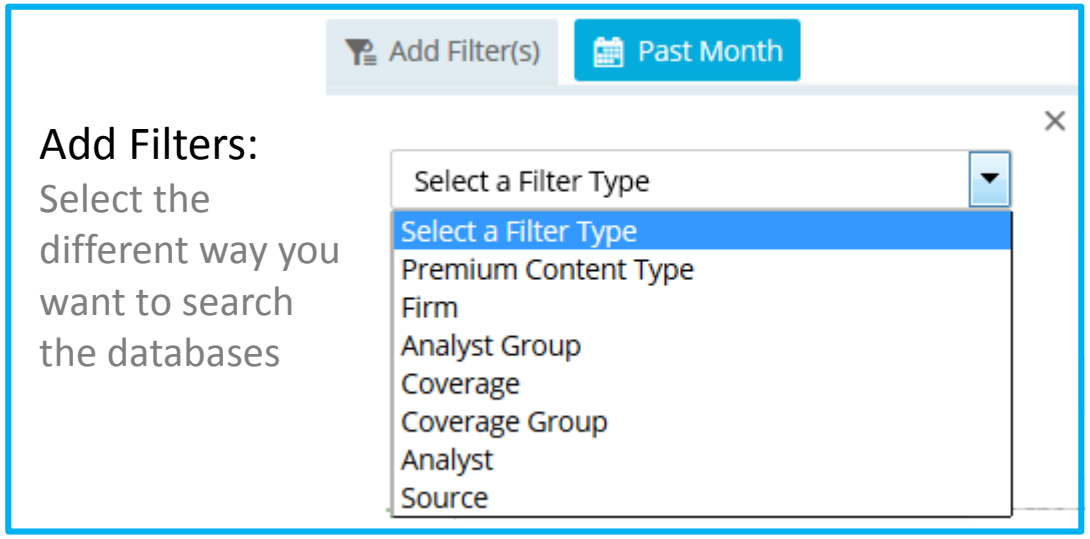
ANALYST BLOGS
Over 2000 analyst blogs from over 100 different firms are tracked

Analyst Premium Content Summary

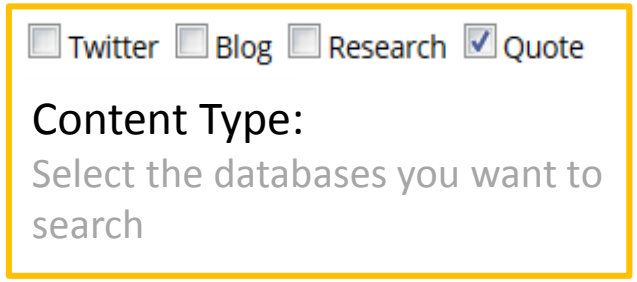


DELL	119 Saved: 3	69 Saved: 9	2 Saved: 0	15 Saved: 0	205 Saved: 12
HP	70 Saved: 3	87 Saved: 17	1 Saved: 0	15 Saved: 1	173 Saved: 21
IBM	202 Saved: 14	119 Saved: 6	1 Saved: 0	38 Saved: 4	360 Saved: 24
MICROSOFT	356 Saved: 23	238 Saved: 21	13 Saved: 3	43 Saved: 3	650 Saved: 50
ORACLE	39 Saved: 3	45 Saved: 4	2 Saved: 0	23 Saved: 2	109 Saved: 9

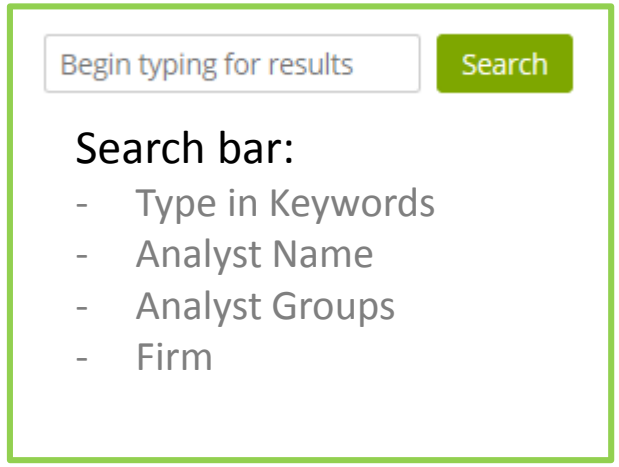
Different ways to search



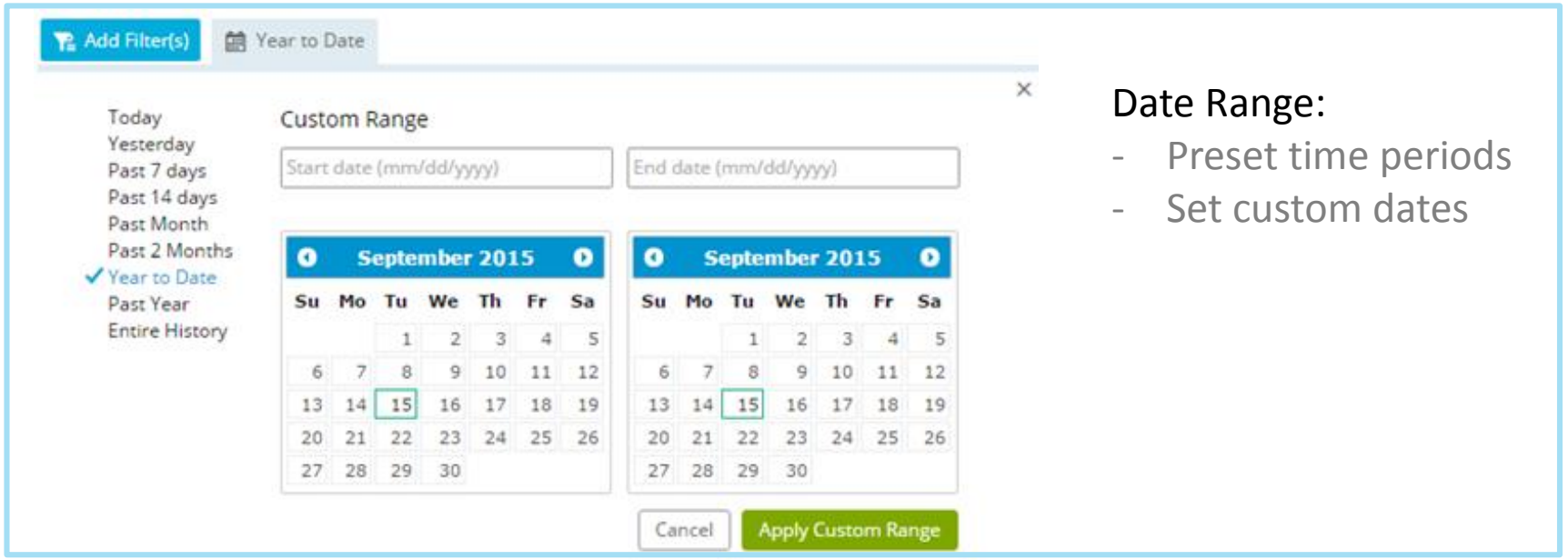
Add Filters:
Select the different way you want to search the databases



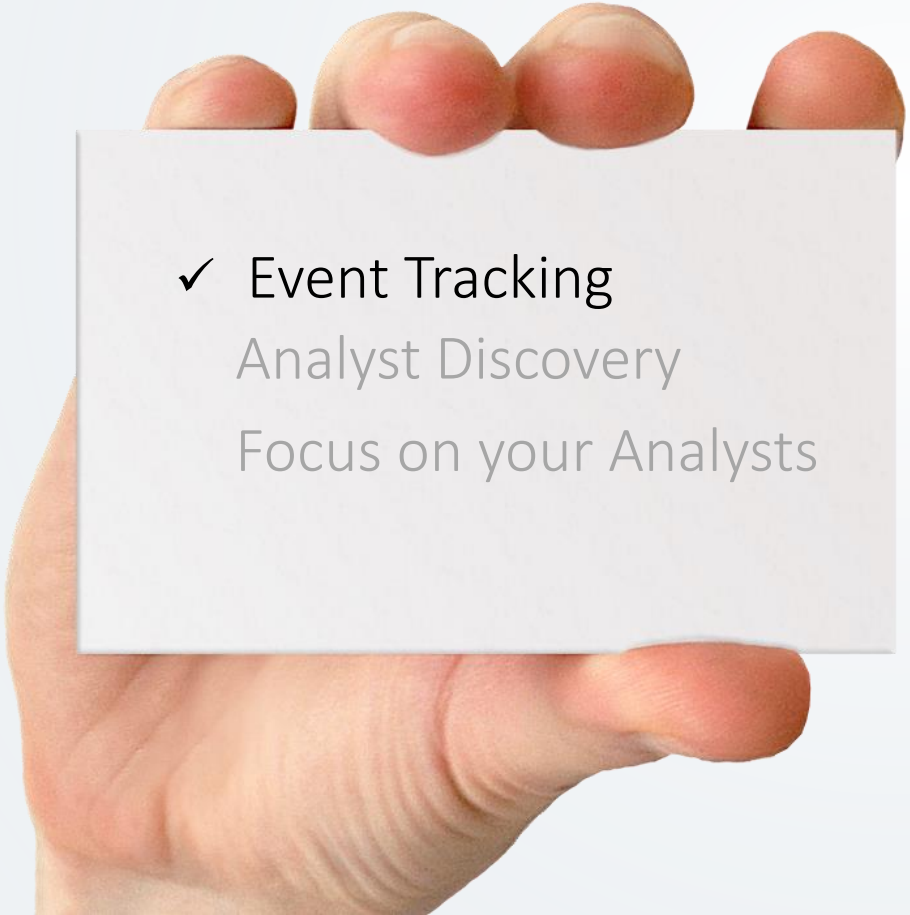
Content Type:
Select the databases you want to search



Search bar:
- Type in Keywords
- Analyst Name
- Analyst Groups
- Firm



Date Range:
- Preset time periods
- Set custom dates


✓ Event Tracking
Analyst Discovery
Focus on your Analysts

Event Tracking

Who and what is being said about my event?

1) Discover possible company mentions

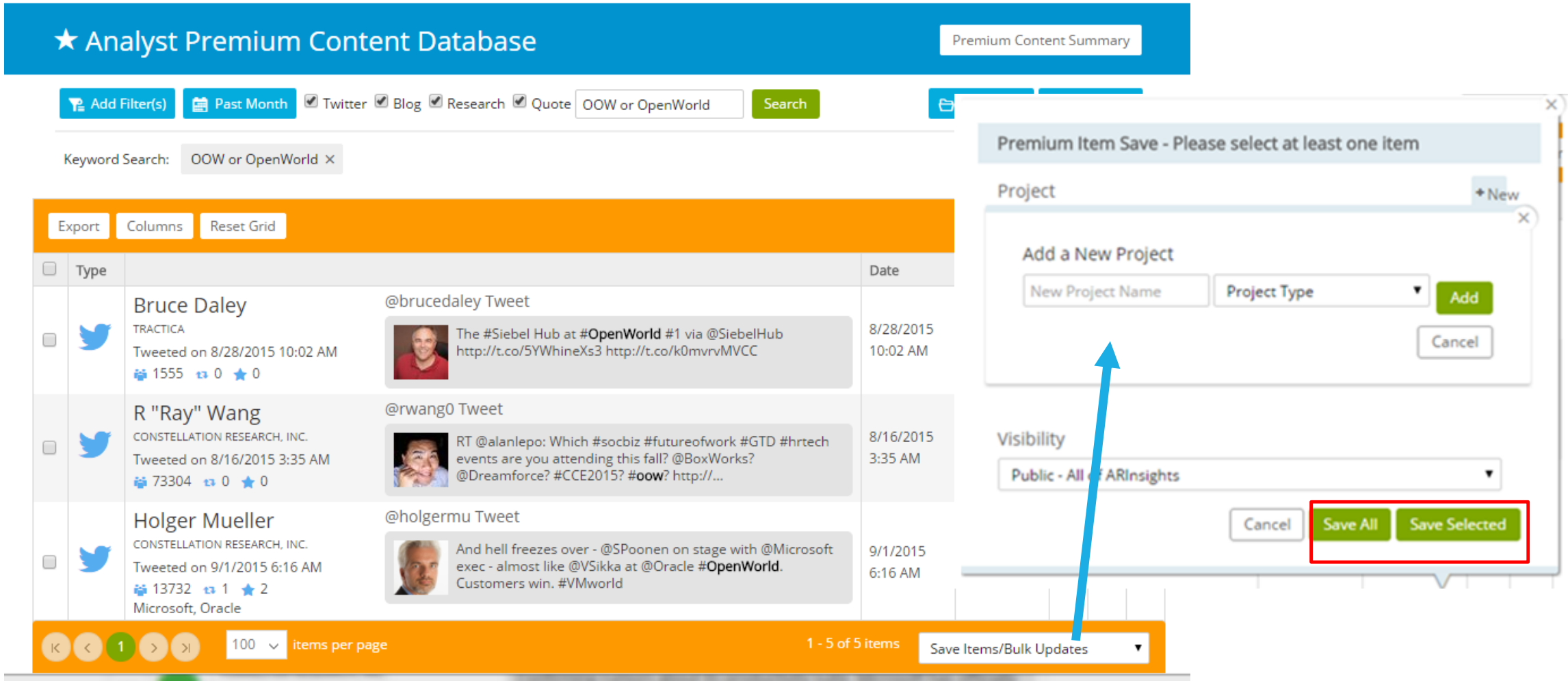
2) Search for company, hashtags and/or event name

3) Create a New Project

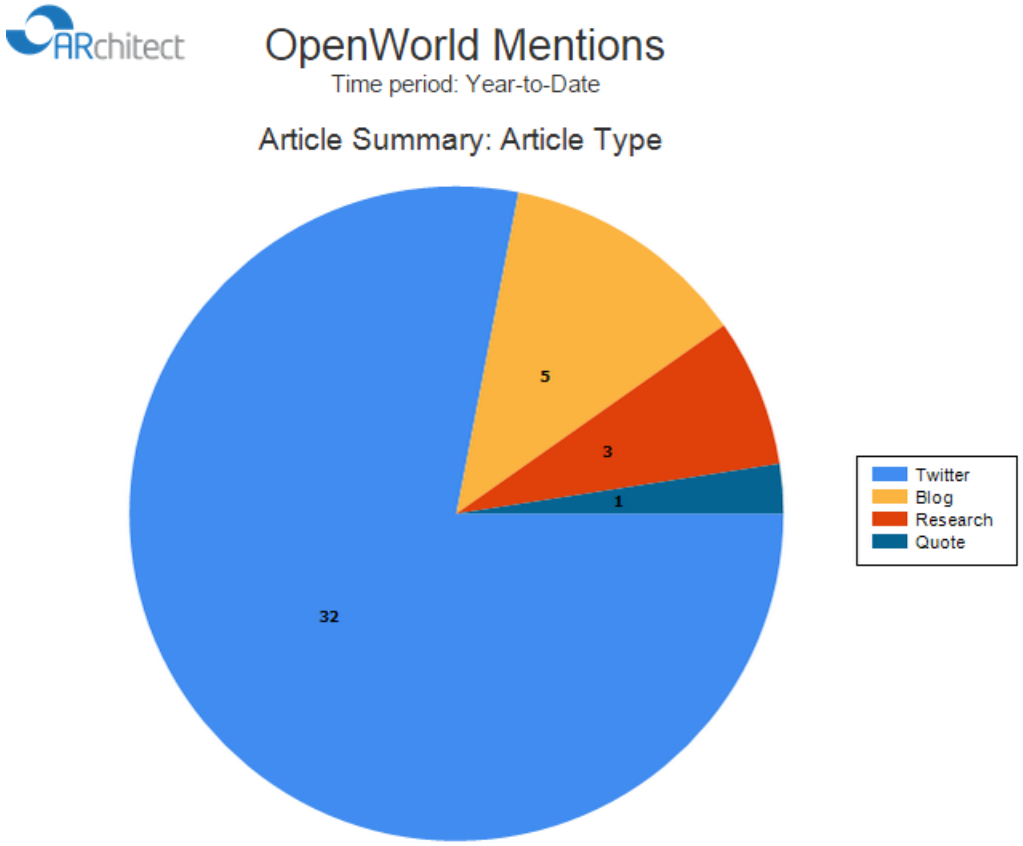
4) Save & Report

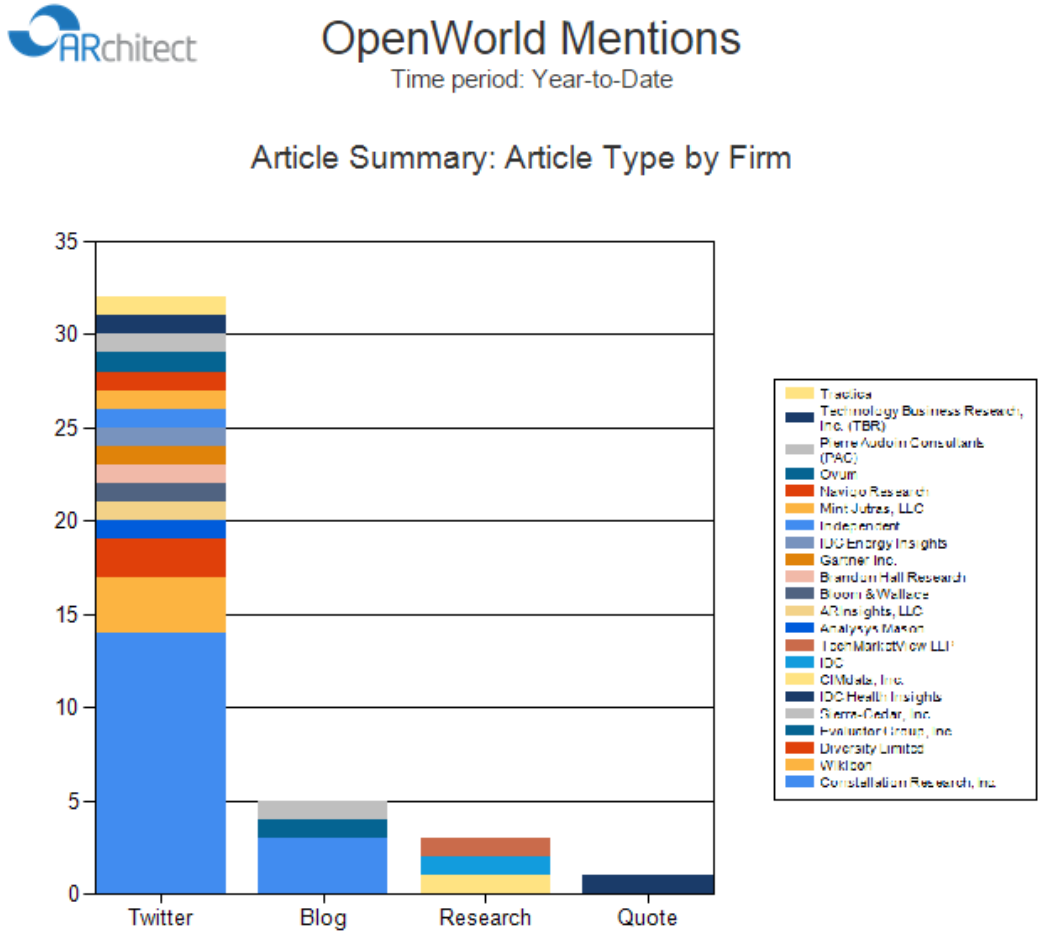
Event Tracking

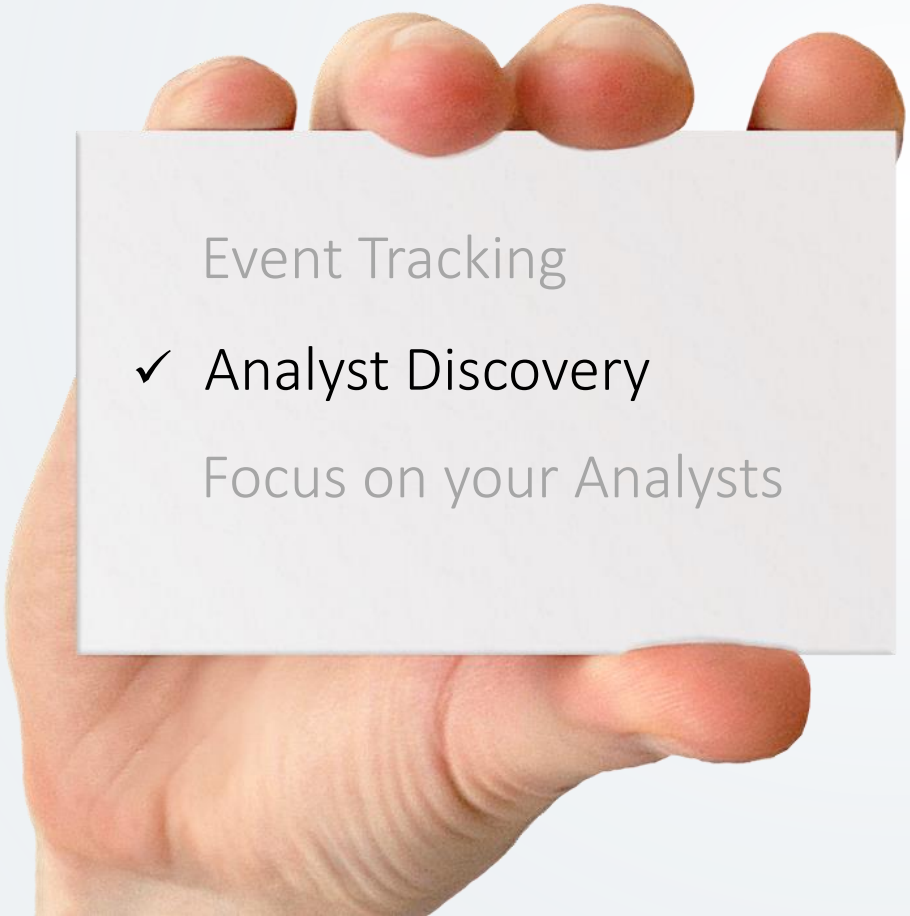
Finding what analysts are saying about your event



Event Mentions Report





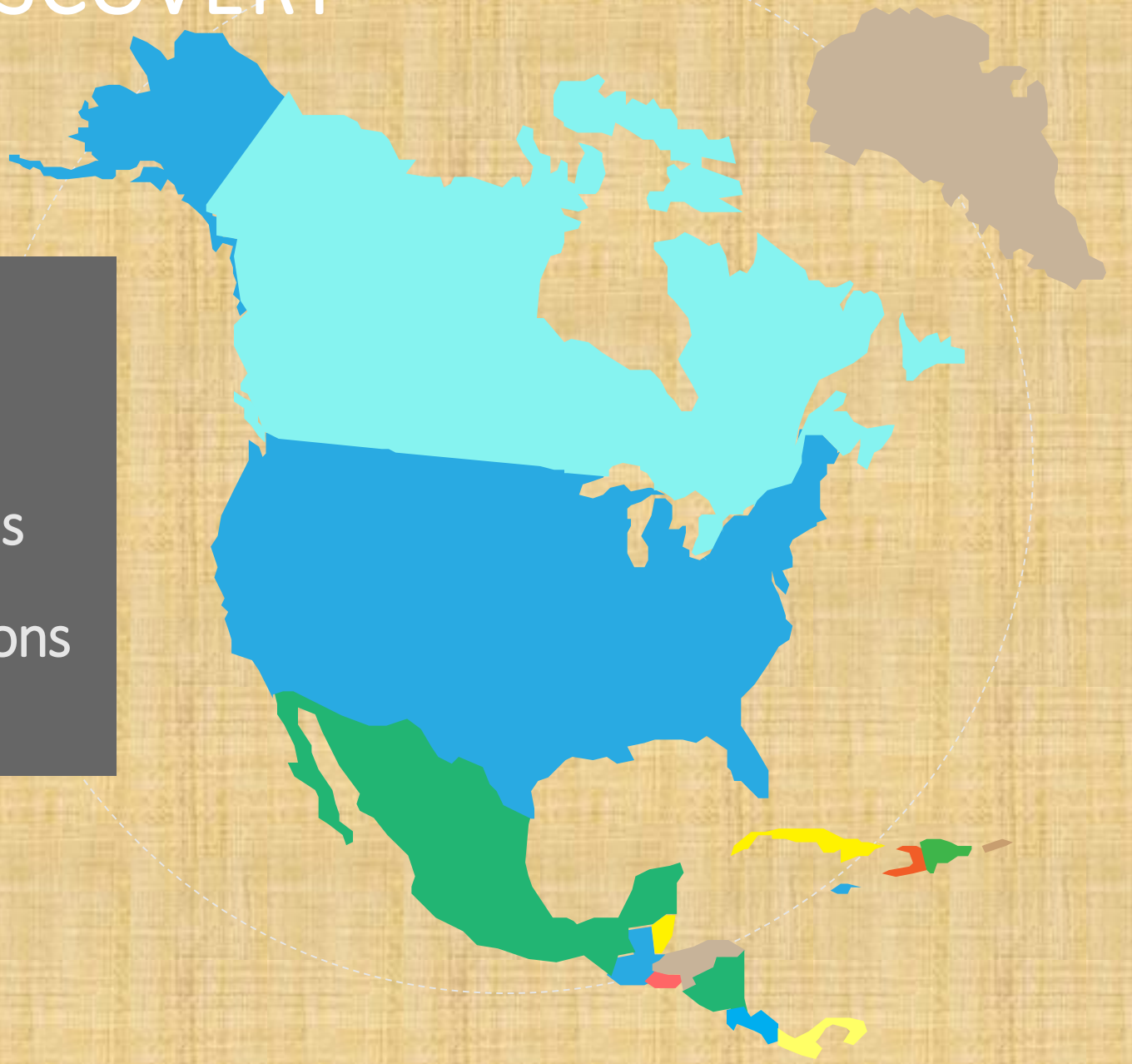

Event Tracking
✓ Analyst Discovery
Focus on your Analysts

ANALYST DISCOVERY

Keywords

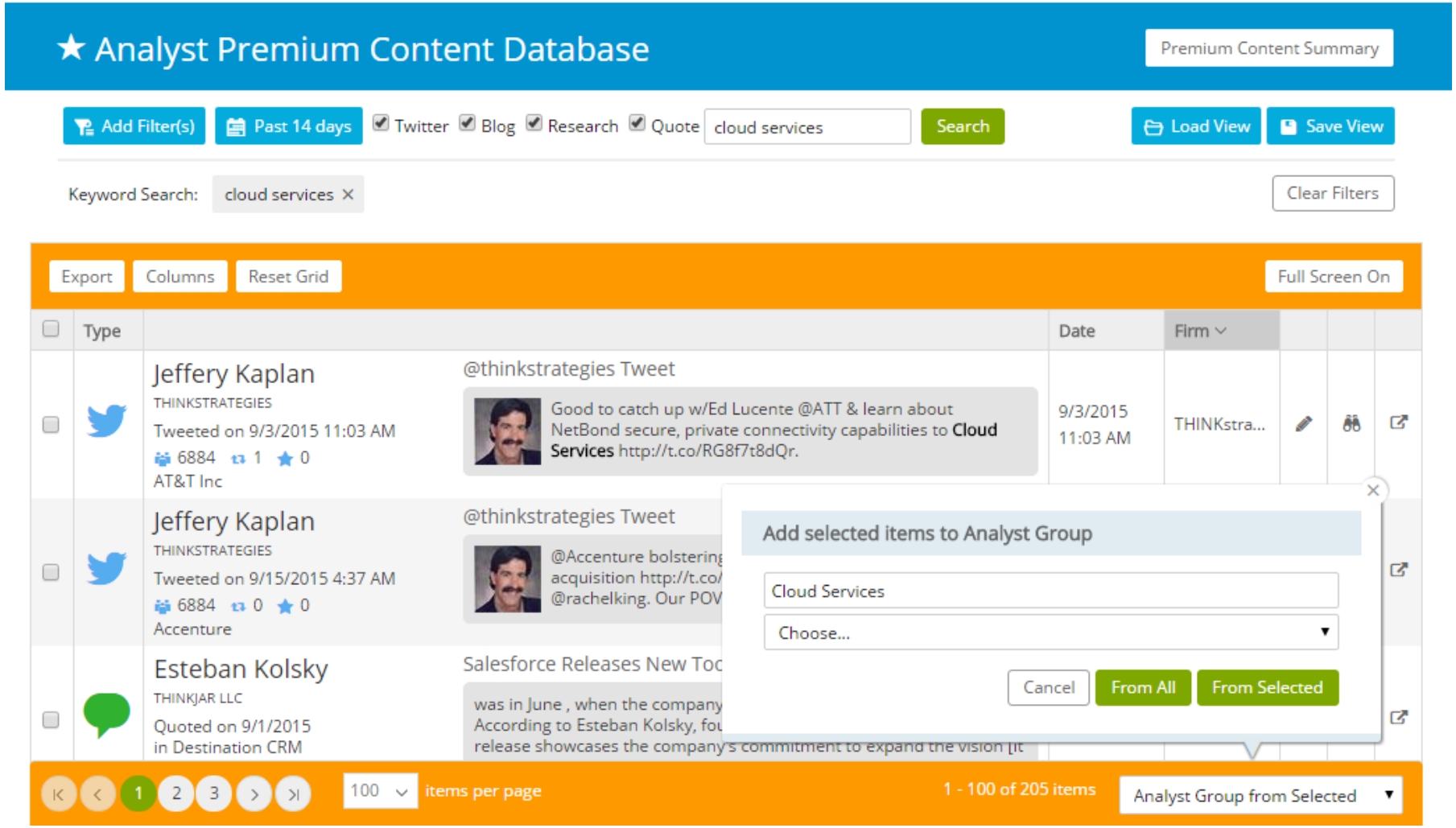
Company Mentions

Competitor Mentions



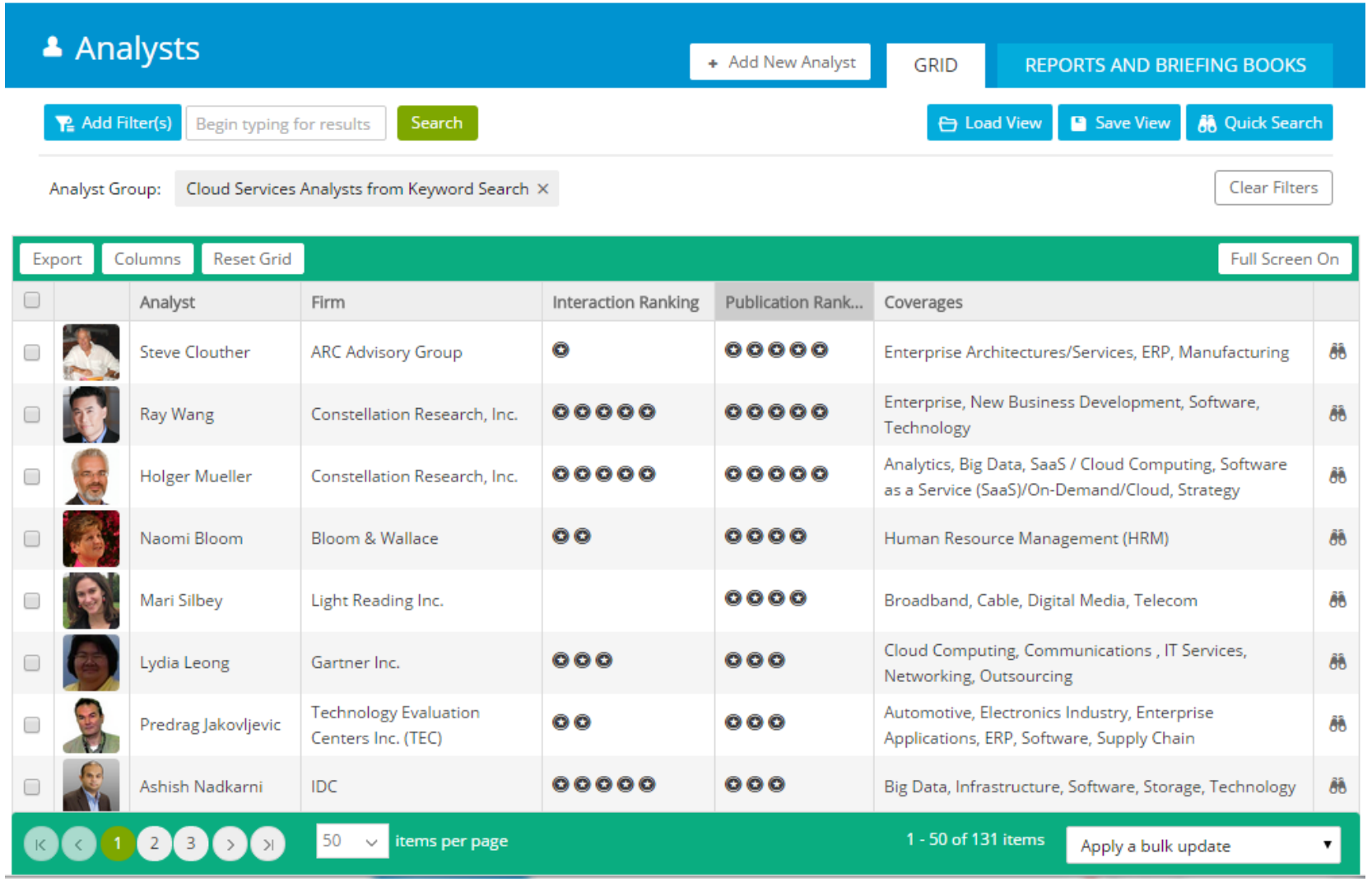
Keyword Search

Finding the analysts who are taking about specific topics (keywords)
Create an Analyst Group

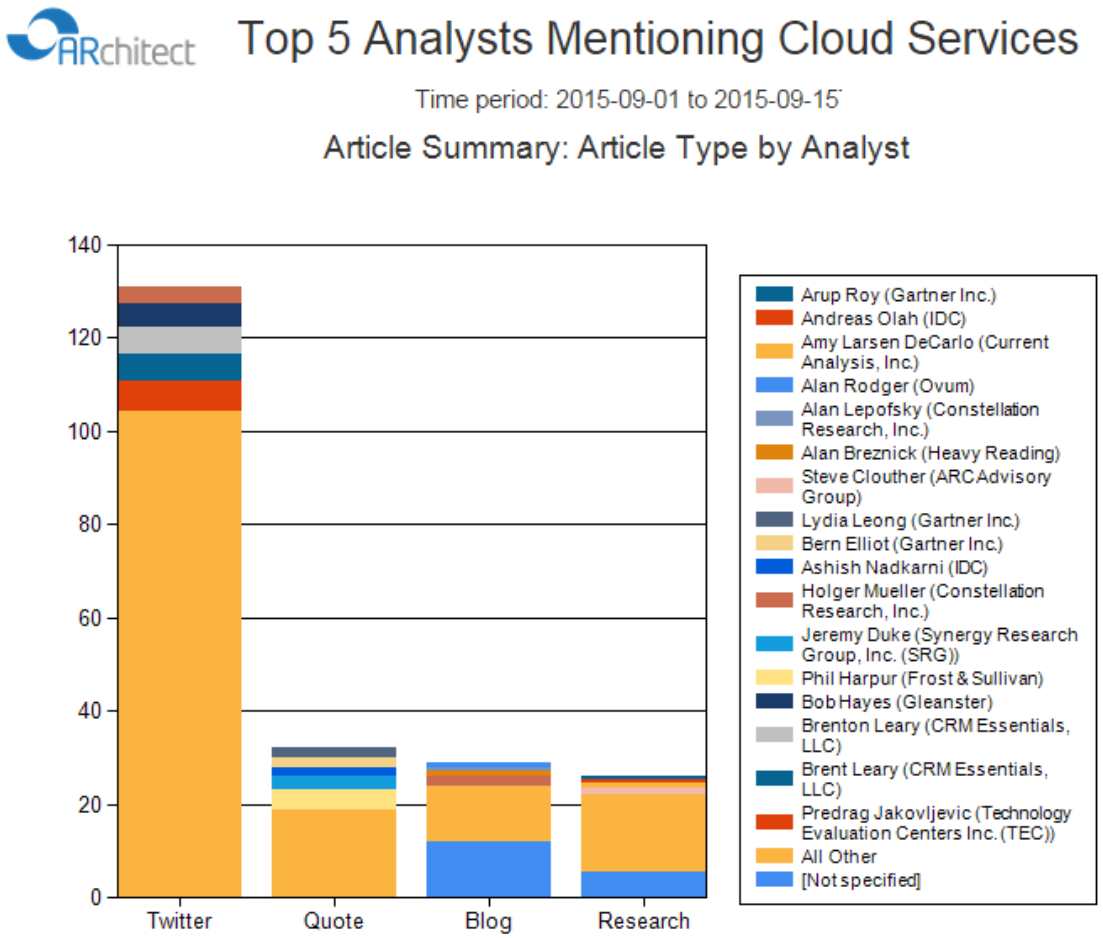


Keyword Search

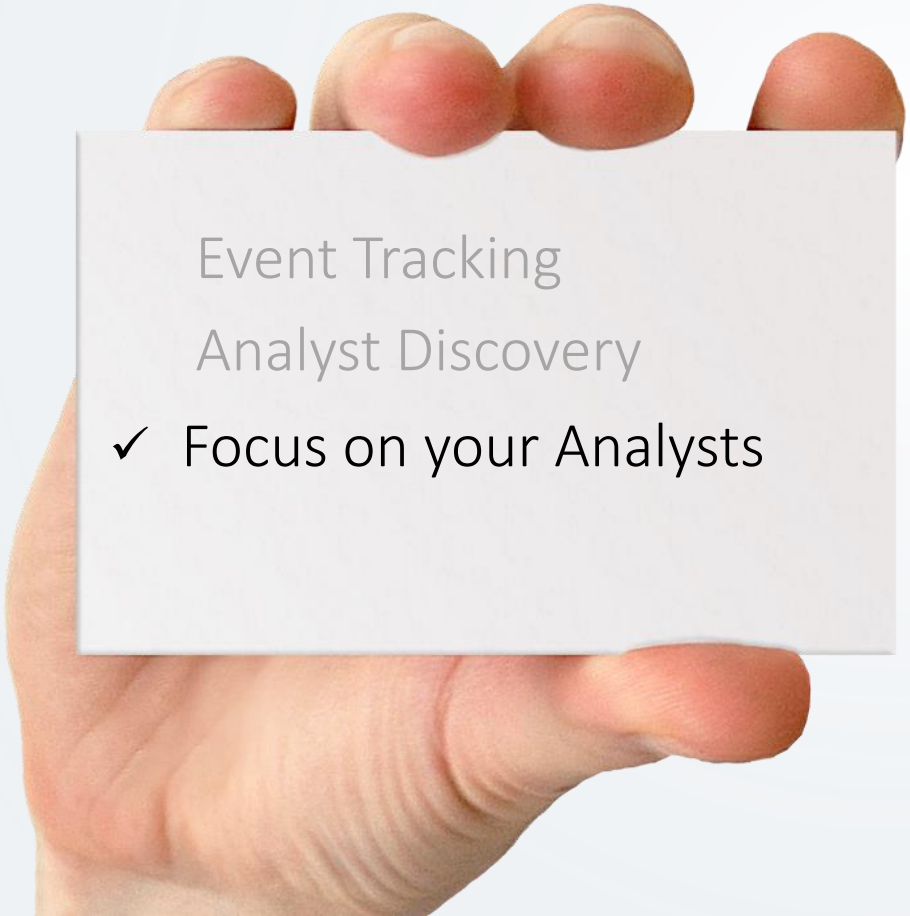
View Analyst Group in Analyst Finder
Review Rankings, Coverage and other relevant information



Keyword Mentions – Top Analysts



Article Type	Analyst	# of Articles
Twitter	All Other	109
	Predrag Jakovljevic (Technology Evaluation Centers Inc. (TEC))	7
	Brent Leary (CRM Essentials, LLC)	6
	Brenton Leary (CRM Essentials, LLC)	6
	Bob Hayes (Gleanster)	5
	Holger Mueller (Constellation Research, Inc.)	4
	Twitter Total	137
Research	All Other	21
	[Not specified]	7
	Steve Clouther (ARC Advisory Group)	2
	Amy Larsen DeCarlo (Current Analysis, Inc.)	1
	Andreas Olah (IDC)	1
	Arup Roy (Gartner Inc.)	1
	Research Total	33
Quote	All Other	19
	Phil Harpur (Frost & Sullivan)	4
	Jeremy Duke (Synergy Research Group, Inc. (SRG))	3
	Ashish Nadkarni (IDC)	2
	Bern Elliot (Gartner Inc.)	2
	Lydia Leong (Gartner Inc.)	2
	Quote Total	32
Blog	[Not specified]	12
	All Other	12
	Holger Mueller (Constellation Research, Inc.)	2
	Alan Breznick (Heavy Reading)	1
	Alan Lepofsky (Constellation Research, Inc.)	1
	Alan Rodger (Ovum)	1
	Blog Total	29
Total		231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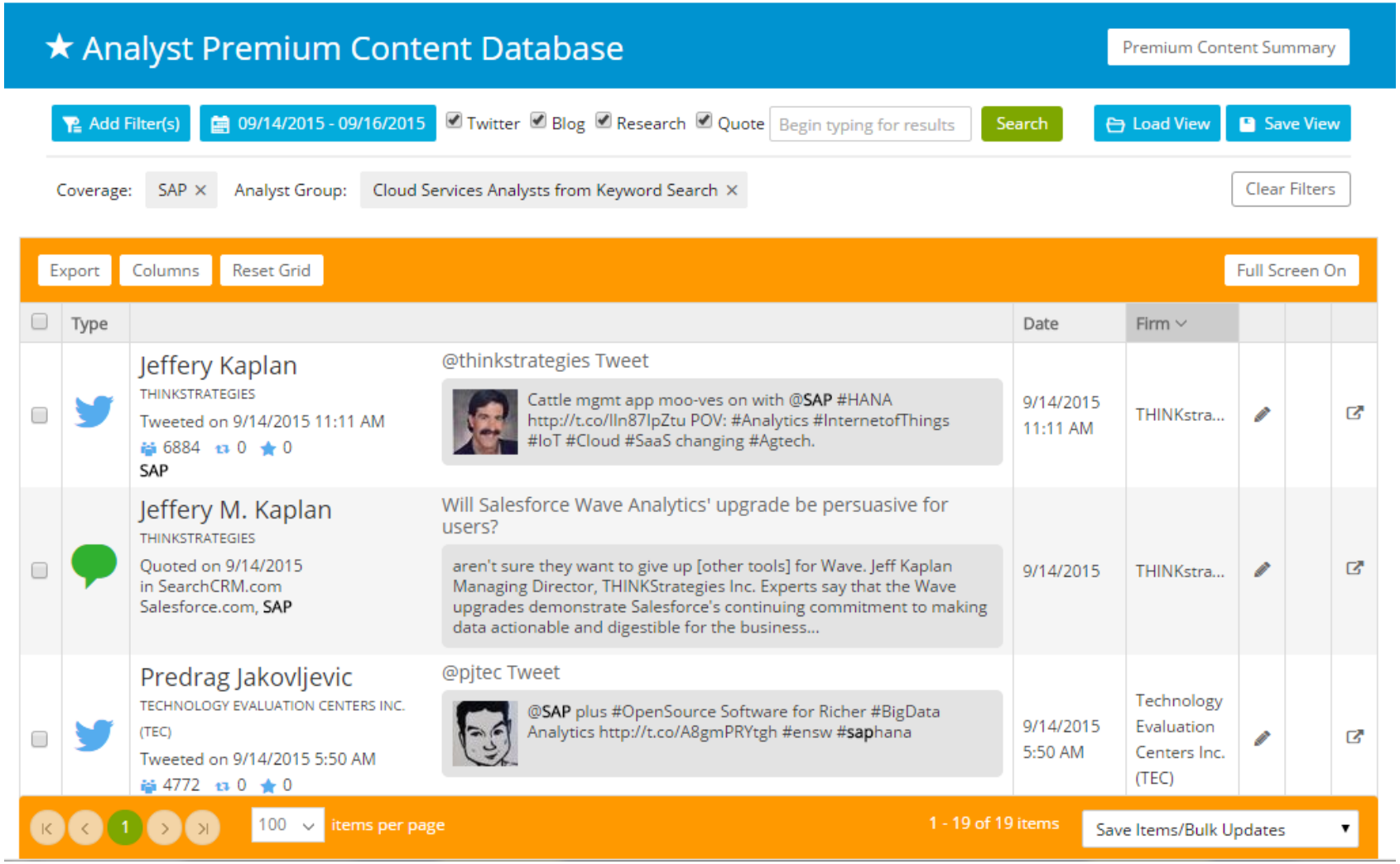
Focus on Your Analysts

Analyst Tracking

Use Analyst Groups to streamline your companies many mentions



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