


Using Analyst Premium Content



Crystal Golightly
Director, Client Development
September 17, 2015

Use Cases for Analyst Premium Content

A hand is holding a white rectangular card. The card is held between the thumb and the index, middle, and ring fingers. The text on the card is centered and reads:

Event Tracking
Analyst Discovery
Focus on your Analysts

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

Analyst Premium Content Summary

Example: hp or #hp or (hewlett packard)

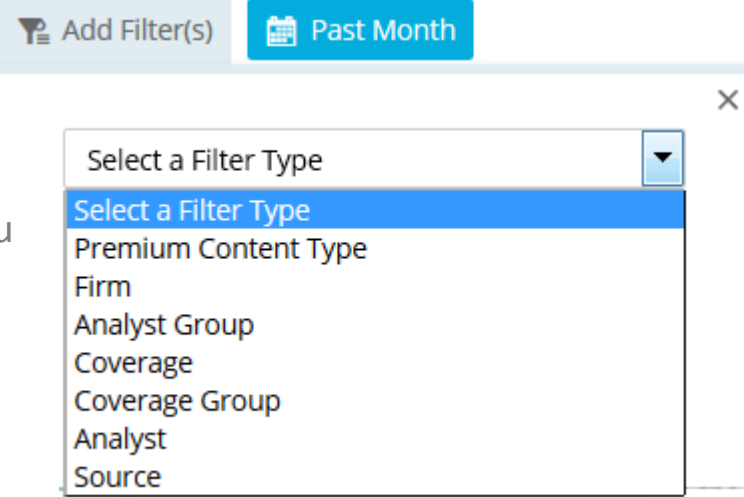
Search Content

Past 7 Days ▼

					
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



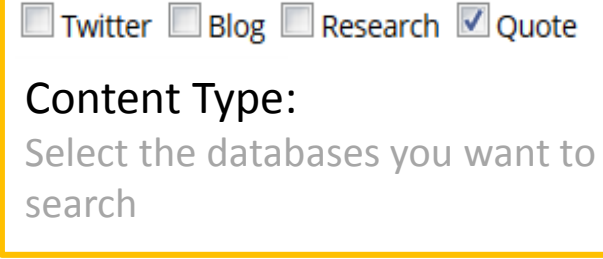
Add Filter(s) Past Month

Select a Filter Type

- Select a Filter Type
- Premium Content Type
- Firm
- Analyst Group
- Coverage
- Coverage Group
- Analyst
- Source

Twitter Blog Research Quote

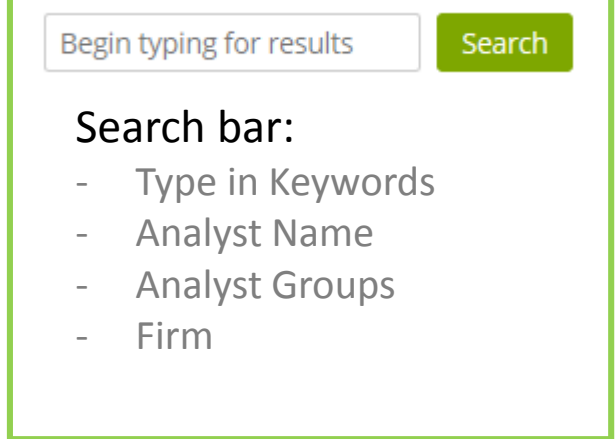
Content Type:
Select the databases you want to search



Begin typing for results

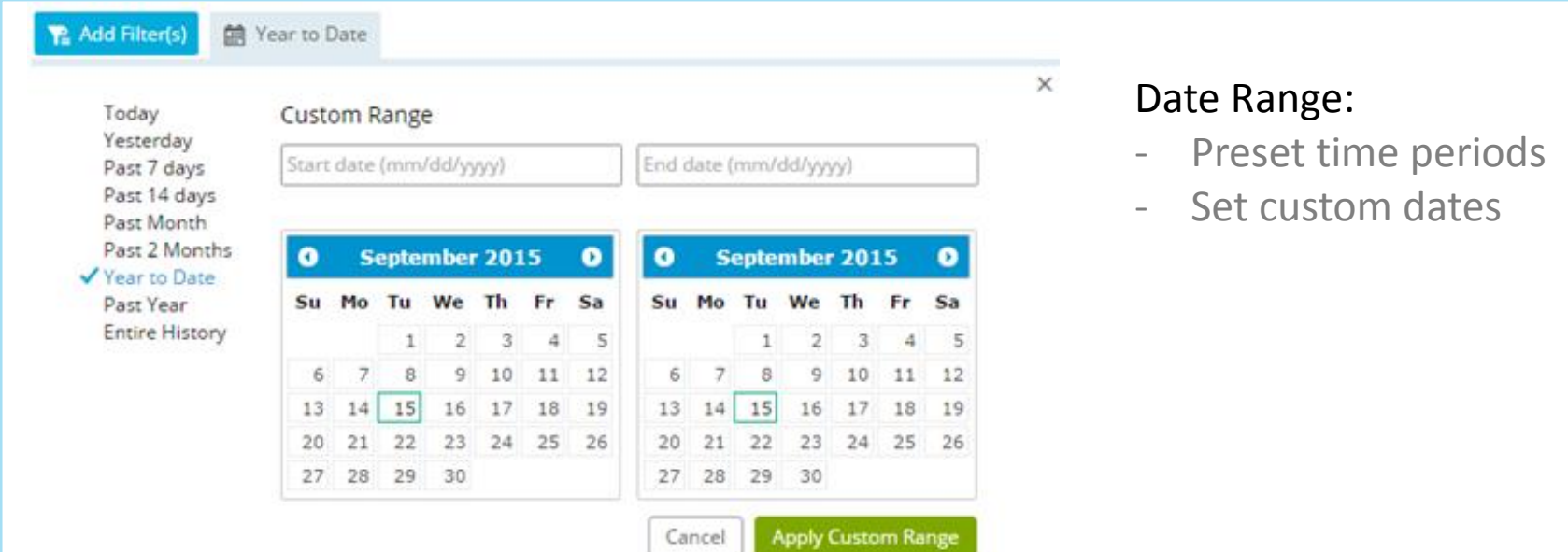
Search bar:

- Type in Keywords
- Analyst Name
- Analyst Groups
- Firm



Date Range:

- Preset time periods
- Set custom dates



Add Filter(s) Year to Date

Today
Yesterday
Past 7 days
Past 14 days
Past Month
Past 2 Months
✓ Year to Date
Past Year
Entire History

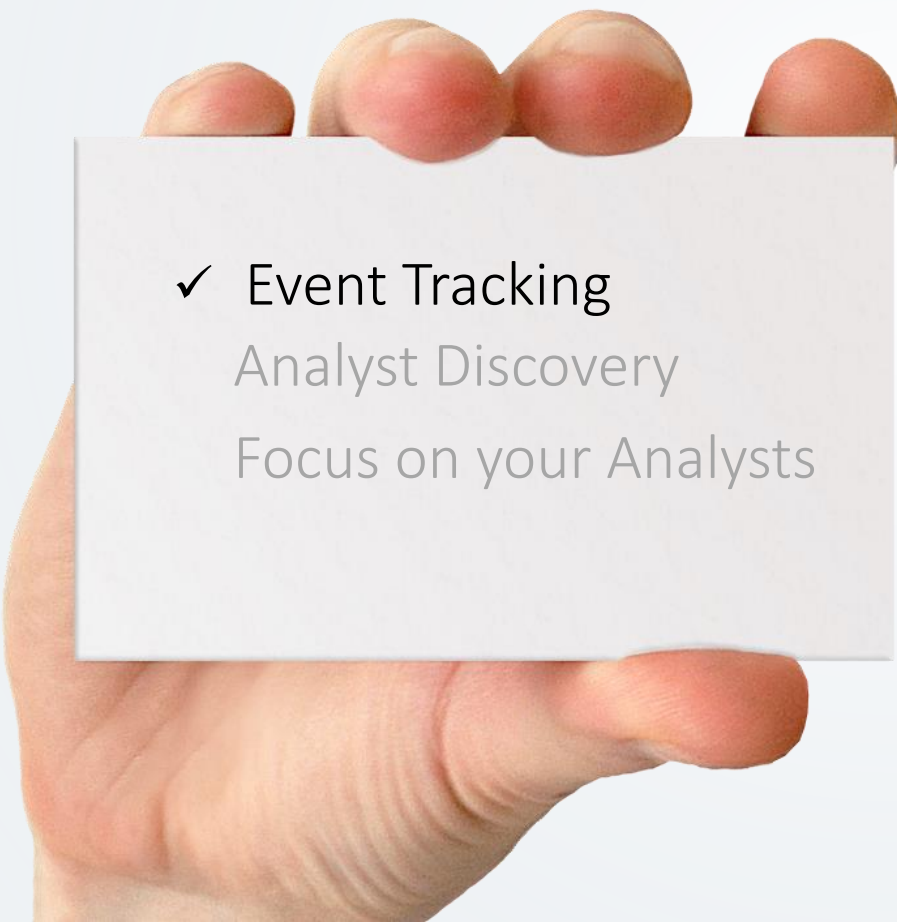
Custom Range

Start date (mm/dd/yyyy) End date (mm/dd/yyyy)

September 2015						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

September 2015						
Su	Mo	Tu	We	Th	Fr	Sa
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

Cancel Apply Custom Range

- 
- A hand is holding a white rectangular card against a plain white background. The card contains a list of items. The first item is a checkmark followed by the text 'Event Tracking'. The second and third items are 'Analyst Discovery' and 'Focus on your Analysts', both in a lighter grey font.
- ✓ 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




★ Analyst Premium Content Database

Premium Content Summary

Add Filter(s) Past Month Twitter Blog Research Quote OOW or OpenWorld Search

Keyword Search: OOW or OpenWorld ×

Export Columns Reset Grid

Type		Date
<input type="checkbox"/>	Bruce Daley TRACTICA Tweeted on 8/28/2015 10:02 AM 1555 0 0	@brucedaley Tweet  The #Siebel Hub at #OpenWorld #1 via @SiebelHub http://t.co/5YWhineXs3 http://t.co/k0mrvrMVCC 8/28/2015 10:02 AM
<input type="checkbox"/>	R "Ray" Wang CONSTELLATION RESEARCH, INC. Tweeted on 8/16/2015 3:35 AM 73304 0 0	@rwang0 Tweet  RT @alanlepo: Which #socbiz #futureofwork #GTD #hrtech events are you attending this fall? @BoxWorks? @Dreamforce? #CCE2015? #oow? http://... 8/16/2015 3:35 AM
<input type="checkbox"/>	Holger Mueller CONSTELLATION RESEARCH, INC. Tweeted on 9/1/2015 6:16 AM 13732 1 2 Microsoft, Oracle	@holgermu Tweet  And hell freezes over - @SPoonen on stage with @Microsoft exec - almost like @VSikka at @Oracle #OpenWorld. Customers win. #VMworld 9/1/2015 6:16 AM

100 items per page 1 - 5 of 5 items Save Items/Bulk Updates

Premium Item Save - Please select at least one item

Project + New

Add a New Project

New Project Name Project Type Add Cancel

Visibility

Public - All of ARInsights

Cancel Save All Save Selected

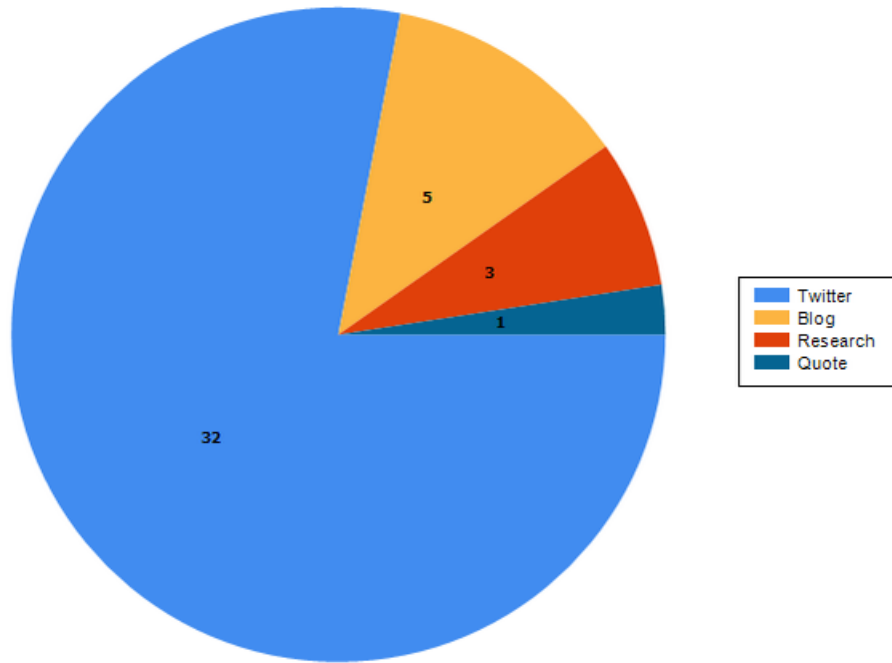
Event Mentions Report



OpenWorld Mentions

Time period: Year-to-Date

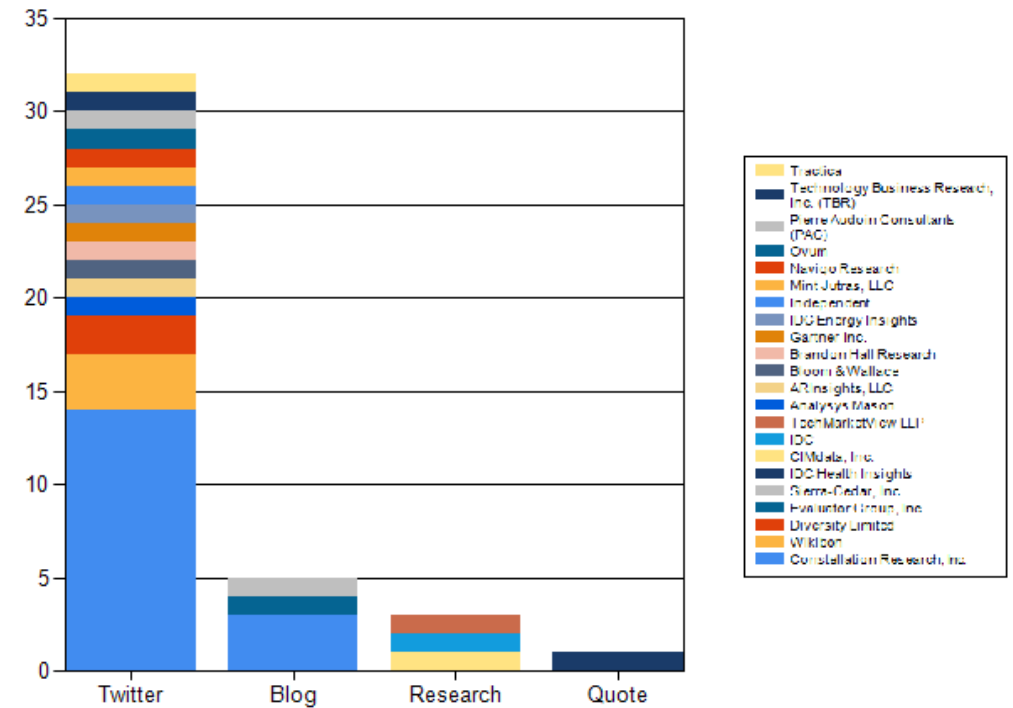
Article Summary: Article Type



OpenWorld Mentions

Time period: Year-to-Date

Article Summary: Article Type by Firm



A hand is holding a white rectangular card. The card is held between the thumb and the index, middle, and ring fingers. The text on the card is as follows:

Event Tracking

- ✓ Analyst Discovery

Focus on your Analysts

ANALYST DISCOVERY

Keywords
Company Mentions
Competitor Mentions



Keyword Search

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

★ Analyst Premium Content Database Premium Content Summary

Add Filter(s) Past 14 days Twitter Blog Research Quote Search Load View Save View

Keyword Search: Clear Filters

Export Columns Reset Grid Full Screen On

Type	Date	Firm
<input type="checkbox"/> Jeffery Kaplan THINKSTRATEGIES Tweeted on 9/3/2015 11:03 AM 6884 1 0 AT&T Inc	9/3/2015 11:03 AM	THINKstra...
<input type="checkbox"/> Jeffery Kaplan THINKSTRATEGIES Tweeted on 9/15/2015 4:37 AM 6884 0 0 Accenture		
<input type="checkbox"/> Esteban Kolsky THINKJAR LLC Quoted on 9/1/2015 in Destination CRM		

Add selected items to Analyst Group

Cancel From All From Selected

100 items per page 1 - 100 of 205 items Analyst Group from Selected

Keyword Search

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

















Analysts

+ Add New Analyst GRID REPORTS AND BRIEFING BOOKS

Add Filter(s) Search Load View Save View Quick Search

Analyst Group: Cloud Services Analysts from Keyword Search Clear Filters

Export Columns Reset Grid Full Screen On

<input type="checkbox"/>	Analyst	Firm	Interaction Ranking	Publication Rank...	Coverages	
<input type="checkbox"/>	 Steve Clouther	ARC Advisory Group	⊕	⊕ ⊕ ⊕ ⊕ ⊕	Enterprise Architectures/Services, ERP, Manufacturing	
<input type="checkbox"/>	 Ray Wang	Constellation Research, Inc.	⊕ ⊕ ⊕ ⊕ ⊕	⊕ ⊕ ⊕ ⊕ ⊕	Enterprise, New Business Development, Software, Technology	
<input type="checkbox"/>	 Holger Mueller	Constellation Research, Inc.	⊕ ⊕ ⊕ ⊕ ⊕	⊕ ⊕ ⊕ ⊕ ⊕	Analytics, Big Data, SaaS / Cloud Computing, Software as a Service (SaaS)/On-Demand/Cloud, Strategy	
<input type="checkbox"/>	 Naomi Bloom	Bloom & Wallace	⊕ ⊕	⊕ ⊕ ⊕ ⊕	Human Resource Management (HRM)	
<input type="checkbox"/>	 Mari Silbey	Light Reading Inc.		⊕ ⊕ ⊕ ⊕	Broadband, Cable, Digital Media, Telecom	
<input type="checkbox"/>	 Lydia Leong	Gartner Inc.	⊕ ⊕ ⊕	⊕ ⊕ ⊕	Cloud Computing, Communications , IT Services, Networking, Outsourcing	
<input type="checkbox"/>	 Predrag Jakovljevic	Technology Evaluation Centers Inc. (TEC)	⊕ ⊕	⊕ ⊕ ⊕	Automotive, Electronics Industry, Enterprise Applications, ERP, Software, Supply Chain	
<input type="checkbox"/>	 Ashish Nadkarni	IDC	⊕ ⊕ ⊕ ⊕ ⊕	⊕ ⊕ ⊕	Big Data, Infrastructure, Software, Storage, Technology	

⏪ < 1 2 3 > ⏩ 50 items per page 1 - 50 of 131 items Apply a bulk update

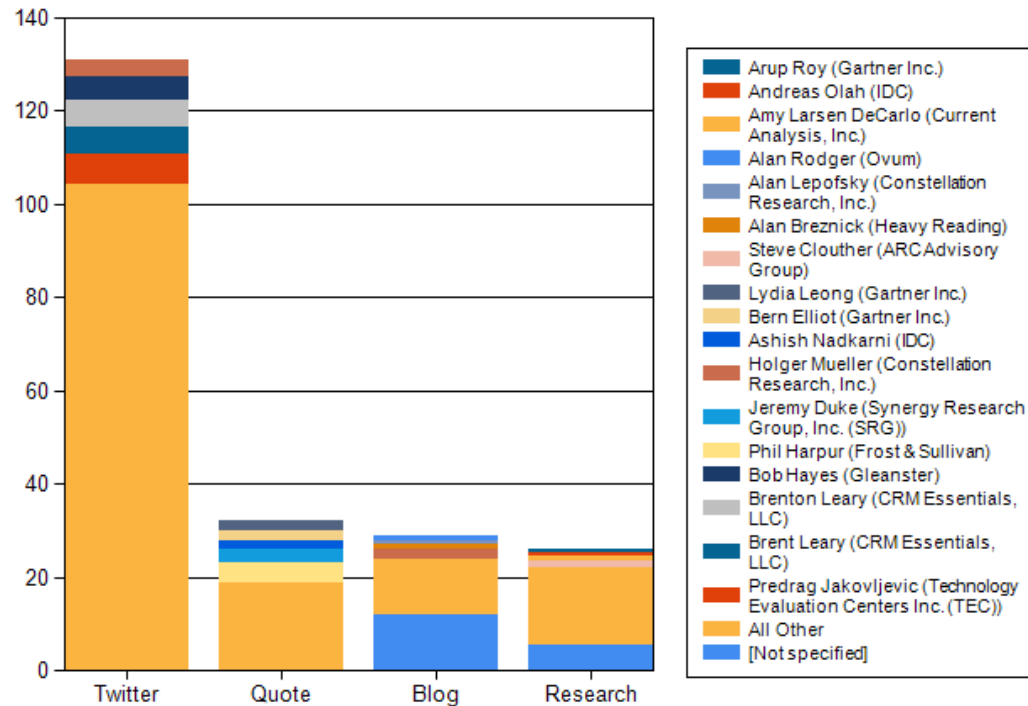
Keyword Mentions – Top Analysts



Top 5 Analysts Mentioning Cloud Services

Time period: 2015-09-01 to 2015-09-15

Article Summary: Article Type by Analyst



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

A hand is holding a white rectangular card against a plain white background. The card is held between the thumb and the index, middle, and ring fingers. The text on the card is centered and consists of three lines. The first two lines are in a light gray font, and the third line is in a black font and is preceded by a checkmark.

Event Tracking

Analyst Discovery

✓ Focus on your Analysts

Focus on Your Analysts



Analyst Tracking

Use Analyst Groups to streamline your companies many mentions

★ **Analyst Premium Content Database** Premium Content Summary

Add Filter(s)
09/14/2015 - 09/16/2015
 Twitter
 Blog
 Research
 Quote

Search
Load View
Save View

Coverage:
SAP X
Analyst Group:
Cloud Services Analysts from Keyword Search X
Clear Filters


Export
Columns
Reset Grid
Full Screen On

<input type="checkbox"/>	Type		Date	Firm ▼			
<input type="checkbox"/>	<p>Jeffery Kaplan THINKSTRATEGIES Tweeted on 9/14/2015 11:11 AM 6884 retweets 0 likes 0 stars SAP</p>	<p>@thinkstrategies Tweet</p> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9;"> <p>Cattle mgmt app moo-ves on with @SAP #HANA http://t.co/lln87lpZtu POV: #Analytics #InternetofThings #IoT #Cloud #SaaS changing #Agtech.</p> </div>	9/14/2015 11:11 AM	THINKstra...			
<input type="checkbox"/>	<p>Jeffery M. Kaplan THINKSTRATEGIES Quoted on 9/14/2015 in SearchCRM.com Salesforce.com, SAP</p>	<p>Will Salesforce Wave Analytics' upgrade be persuasive for users?</p> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9;"> <p>aren't sure they want to give up [other tools] for Wave. Jeff Kaplan Managing Director, THINKStrategies Inc. Experts say that the Wave upgrades demonstrate Salesforce's continuing commitment to making data actionable and digestible for the business...</p> </div>	9/14/2015	THINKstra...			
<input type="checkbox"/>	<p>Predrag Jakovljevic TECHNOLOGY EVALUATION CENTERS INC. (TEC) Tweeted on 9/14/2015 5:50 AM 4772 retweets 0 likes 0 stars</p>	<p>@pjtec Tweet</p> <div style="border: 1px solid #ccc; padding: 5px; background-color: #f9f9f9;"> <p>@SAP plus #OpenSource Software for Richer #BigData Analytics http://t.co/A8gmPRYtgh #ensw #saphana</p> </div>	9/14/2015 5:50 AM	Technology Evaluation Centers Inc. (TEC)			

◀
◁
1
▷
▶

items per page

1 - 19 of 19 items
Save Items/Bulk Updates ▼

- 
- A hand is holding a white rectangular card. The card contains a checklist with three items, each preceded by a checkmark. The background is a plain, light color.
- ✓ Event Tracking
 - ✓ Analyst Discovery
 - ✓ Focus on your Analysts