



Company Introduction

ARchitect User Forum, November 2017



“Allow myself to introduce, er, myself”

- Austin Powers

451 Research has grown to become the 4th largest IT research firm

Research & Data

Founded in 2000

Custom Advisory

250+ employees, including 100 analysts and advisors

Events

1,000+ clients: Technology & Service providers, corporate advisory, finance, professional services, and IT decision-makers

90,000+ IT professionals, business users and consumers in our research community

Go 2 Market

Over 52 million data points published each quarter and 4,500+ reports published each year


2,000+ technology & service providers under coverage

451 Research and its sister company, Uptime Institute, are the two divisions of The 451 Group

Headquartered in New York City, with offices in London, Boston, San Francisco, Washington DC, Mexico, Costa Rica, Brazil, Spain, UAE, Russia, Taiwan, Singapore and Malaysia

An orange background with faint, semi-transparent icons of social media and technology brands such as Facebook, Twitter, LinkedIn, Pandora, and Google.

Industry
leading tech
vendors

A green background with a pattern of white circuit board traces and small circular components.

Emerging
tech vendors

An orange background with a blurred image of two people shaking hands, symbolizing a business deal or agreement.

Enterprise IT
decision-makers

We serve every aspect of the IT Sector

A blue background showing a close-up of a person's hand touching a tablet screen.

Private and
public investors

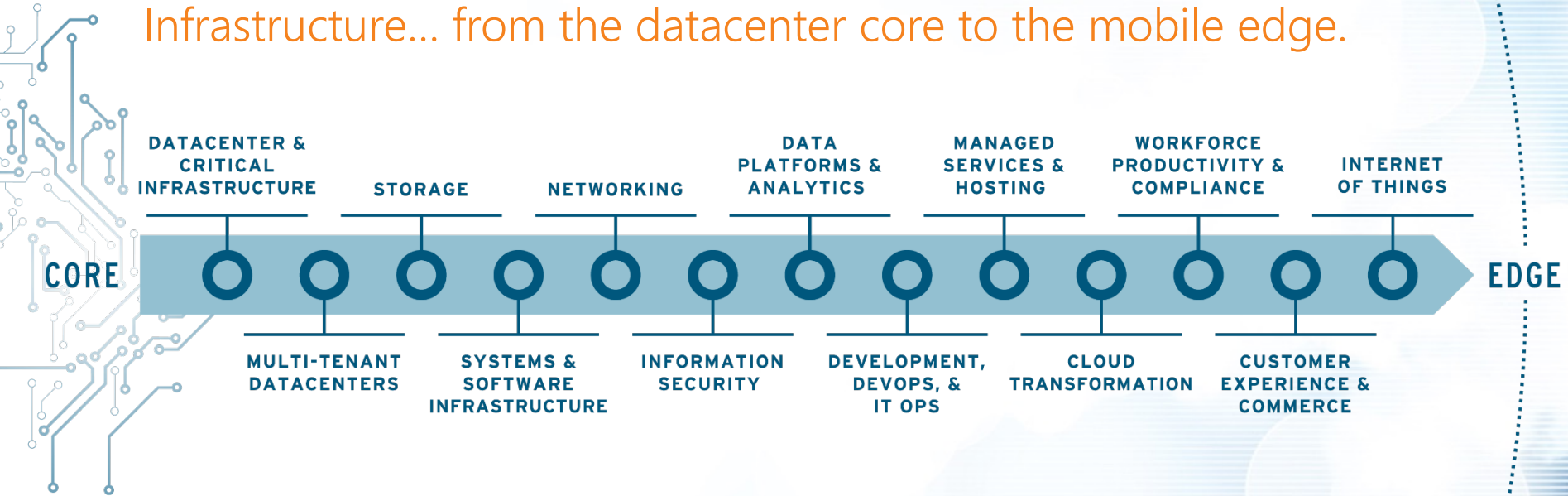
A blue background with a blurred image of server racks in a data center.

Investment
banking and
advisory

A dark blue background with a pattern of white circuit board traces and nodes.

Technology
service
providers

Our research & data is organized into thirteen channels aligned to the prevailing topics and technologies of Digital Infrastructure... from the datacenter core to the mobile edge.



Internet of Things

Insight

Market Insight	Your radar into the competitive IoT landscape, with daily analysis of the market delivered to your inbox.
Technology & Business Insight	In-depth analysis of key technologies and players driving the IoT market: Connectivity, Security, Software, Cloud, etc.

Data

Customer Data	Enterprise and consumer perspective on the early adoption and demonstrable benefit of IoT, captured in quarterly surveys.
Market Data	Market sizing and forecasting of the myriad device types and radios driving the IoT revolution, built from bottoms-up analysis.
M&A	A complete database of M&A activity for IoT technology vendors and service providers.

Each research channel is filled with data and insight to inform your critical business decisions.

So why do our tech clients value us?

Impact

DISRUPTORS

MARKET MOVERS

CONTENDERS

NOISEMAKERS

Awareness

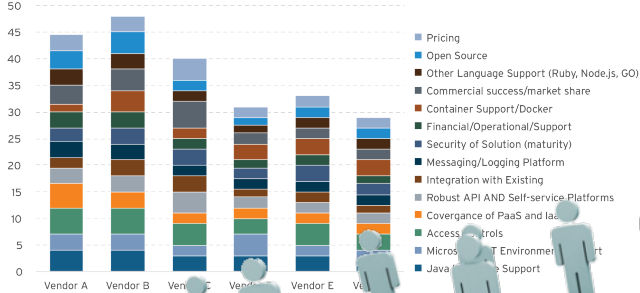
1

Focus on Innovation

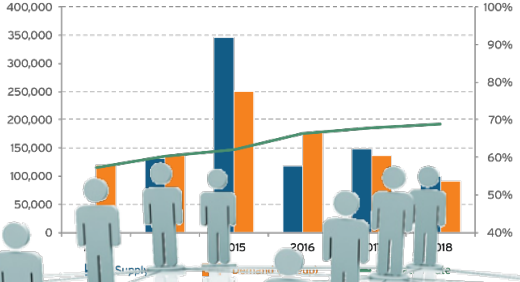
451 Research provides unique insight into emerging, disruptive technologies and the companies taking them to market.

With a focus on building and engaging IT communities, we gain the perspective necessary to decouple hype from reality — providing a transparent view of where the market is really headed, and why.

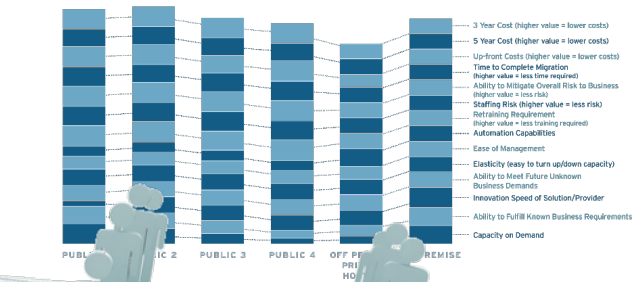
451 PaaS Vendor Comparison



OPERATIONAL SQUARE FEET



UTILIZATION RATE








Our analysts can put their objectivity to work for you, helping to grow your business.

CONTENT PACK

“Cloud-First”

The “lift-and-shift” approach to application deployment in cloud environments is gradually giving way to a more pro-active stance that positions cloud as a vehicle for larger scale modernization and reinvention of organizations’ IT environments. Where are enterprises today on the lift-shift/refactor and shift/cloud-first spectrum and what are the implications for overall enterprise IT transformation? How does the Healthcare vertical compare against industry-wide benchmarks?

Commissioned Report 	OR	Licensed Report 	Webinar Program 	Speaking Engagement 
				

Content driven through client channels

THOUGHT LEADERSHIP



We're fair, balanced, and easy to work with.



AR clients often
ask us about our
influence...



451 Research engages **over 100,000 IT and business professionals**, representing over \$100bn in buying power

90,000+ members of The 451 Alliance receive our insight in exchange for participation in research process

300+ member organizations of the WiseGate community collaborate in our online platform

Via professional services, advised on 45+ technology acquisition and technology roadmap projects in the past three years

13 of the Fortune 50 end-user organizations are paying subscribers to our research service

8 global events bring together senior IT decision-makers, technology business leaders, and investors

Hundreds of tech vendor & service provider content marketing programs leverage our IP



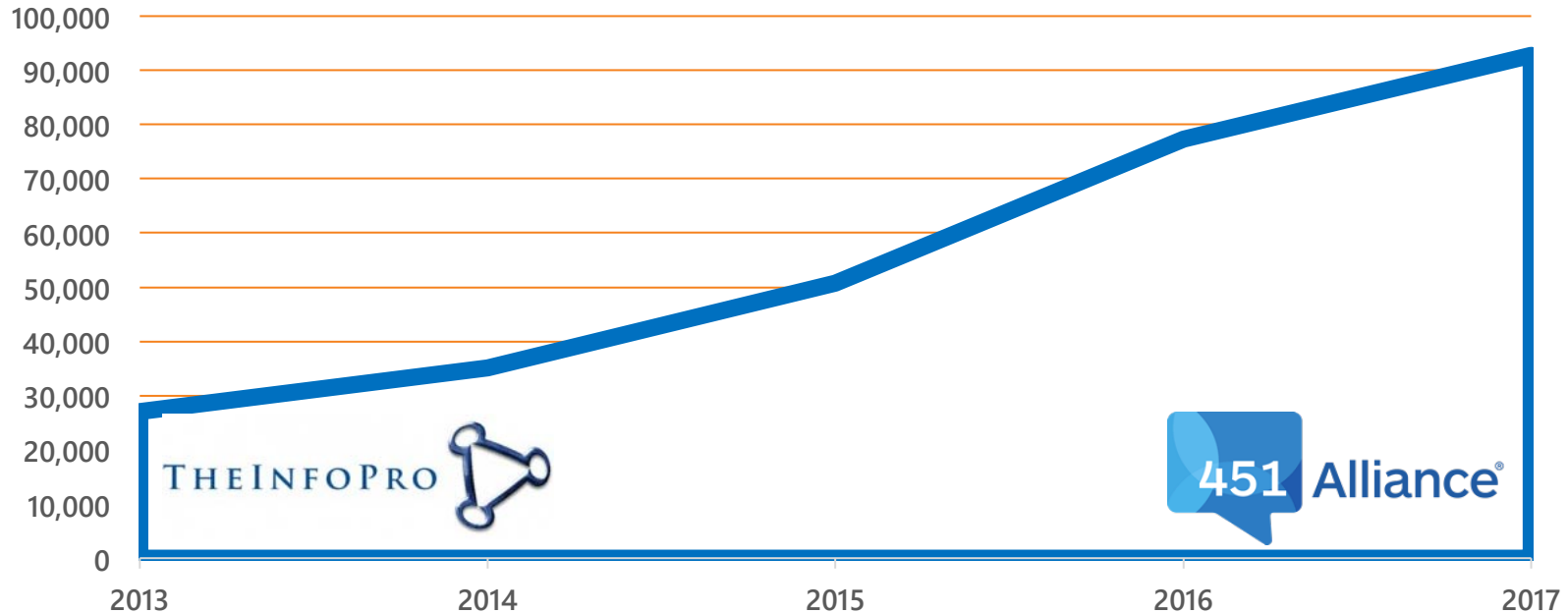
The alliance is surveyed quarterly to uncover IT trends and purchase decision behavior

Membership Includes:

- A subscription to 451 Alliance reports
- Immediate access to choice of two reports from our latest research
- The 451 Alliance bi-weekly newsletter
- Access to exclusive 451 Alliance member website with free archived reports
- Complimentary invitations to 451 Research webinars and events

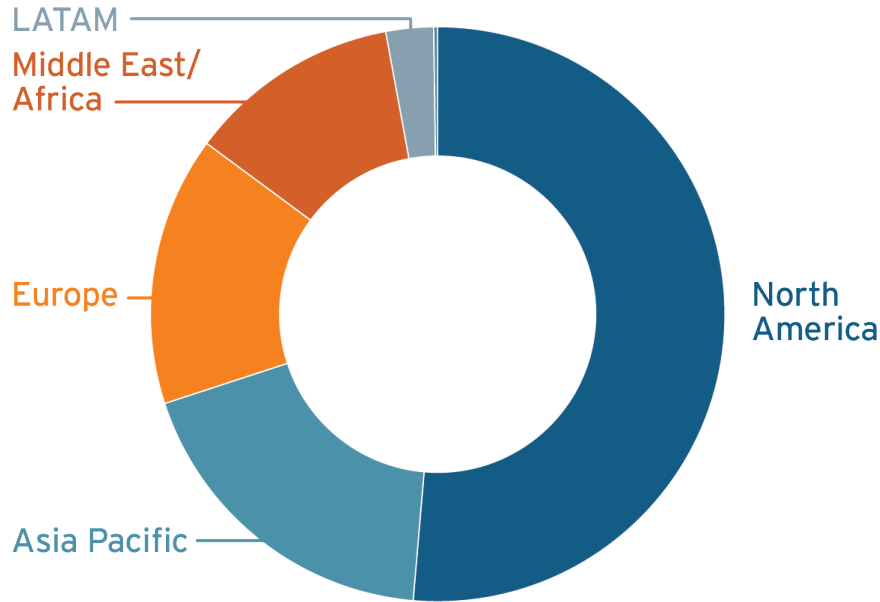


We have been investing in growing and engaging the 451 Alliance since our acquisition of The Info Pro in 2011.



YoY Growth: The 451 Alliance

The 451 Alliance has global representation, with an emphasis on North America



Membership demographics as of March 2017

Region	Share of Total Members
North America	51.37%
Asia Pacific	18.61%
Europe	15.16%
Middle East/Africa	11.97%
Latin America	2.68%
Other (no country listed)	0.22%
Grand Total	100%



A 451 Research® Community

Collaboration platform for IT professionals through which members request and receive the benefits of other members' experience



Live Peer Conversations

1:1 & Group



Online Peer Conversations

Quick answers via polls & Q&A



Peer-Tested Work Product

Each member gives 1 per year

- 300 member organizations, across multiple verticals
- Members include: CISO, VP security, Senior security officer, CIO, SVP/VP of IT
- Only senior-level IT professional can join (and no vendors).

Inside Track® ▶▶▶

A global peer community for Data Center and IT Professionals focused on the design, management, and operation of critical infrastructure.

 EMERGING TECHNOLOGIES	 RISK & RESILIENCY	 MANAGEMENT TECHNOLOGY	 ENVIRONMENT & SUSTAINABILITY
 STAFFING & TRAINING	 DISTRIBUTED INFRASTRUCTURE	 NEW BUILDS & EQUIPMENT	 CLOUD & COLOCATION
 PLANNING & STRATEGY		 OPERATIONS & PROCEDURES	

“Customer interest and satisfaction with iPhone are very strong, not only with consumers but also with business users. In the U.S., the latest data from 451 Research on consumers indicates a 96% customer satisfaction rating among iPhone 7 owners and 98% for iPhone 7 Plus. Among corporate smartphone buyers, iPhone customer satisfaction was 95%. And of those planning to purchase smartphones in the June quarter, 79% plan to purchase iPhone.”

Apple’s Fiscal Q2 2017 earnings announcement





In the past 18 months,
we've delivered over 300
consulting engagements,
**including 45 with IT
end-user organizations**

Engagements in support of:

Enterprise technology purchase decisions

Service-provider platform purchase decisions

Vendor competitive analysis

M&A transaction decisions

Private-equity investment decisions

Product roadmap strategies, including market
sizing and new market penetration studies

Content Marketing Strategy & Sales enablement

Representative Enterprise Client Sample for Advisory Projects



Our events bring together senior IT decision-makers, business leaders, and investors

Tech M&A Summit	San Francisco	February 9, 2017
Uptime Institute: Symposium	Shanghai	March 22, 2017
Real World IoT Summit	London	April 5-6, 2017
Uptime Institute: Symposium	Las Vegas	September 18, 2017
Hosting & Cloud Transformation Summit	Las Vegas	September 19-21, 2016
Tech M&A Summit	Palo Alto	October 5, 2017
Tech M&A Summit	New York	October 24, 2017
Tech M&A Summit	Boston	October 26, 2017





In the past year, we've supported our clients' marketing strategies with

200+
Webinars

500+
Reprints

500+
Analyst quotes

100+ speaking
engagements



451 Research

We are quoted in the press over 460 times a month by prestigious media outlets, with a combined **annual reach of over 24 million**



The Boston Globe



THE WALL STREET JOURNAL



ChinaByte
比特网.com



PCWorld



REUTERS

San Francisco Chronicle

Forbes

TIME



The Register



The New York Times



BUSINESS
INSIDER

The
Street



INVESTOR'S
BUSINESS
DAILY

Bloomberg
Businessweek

Each year, our analysts speak at **more than 250** of the world's most influential IT events

RSA CONFERENCE

ca
World

IoT
world

users
openstack
summit
devs

GSMR MOBILE.
WORLD CONGRESS

INTEROP

CITRIX
Synergy

SX
SW

black hat

CommunicAsia hostingcon

DELL EMC
/World

Money
20/20

SDx
SUMMIT

CLOUD ↔
expo asia expo europe

vmworld

SNW
EUROPE

Hewlett Packard
Enterprise
Discover

CTIA
The Wireless Association

Microsoft
Hosting
Summit

SDN & OPENFLOW
WORLD CONGRESS

AWS
re:Invent

We are active in the social sphere, with 172,500+ followers and a **combined reach of 40.7 million** from our communities



27,000+ followers



10,500+ followers



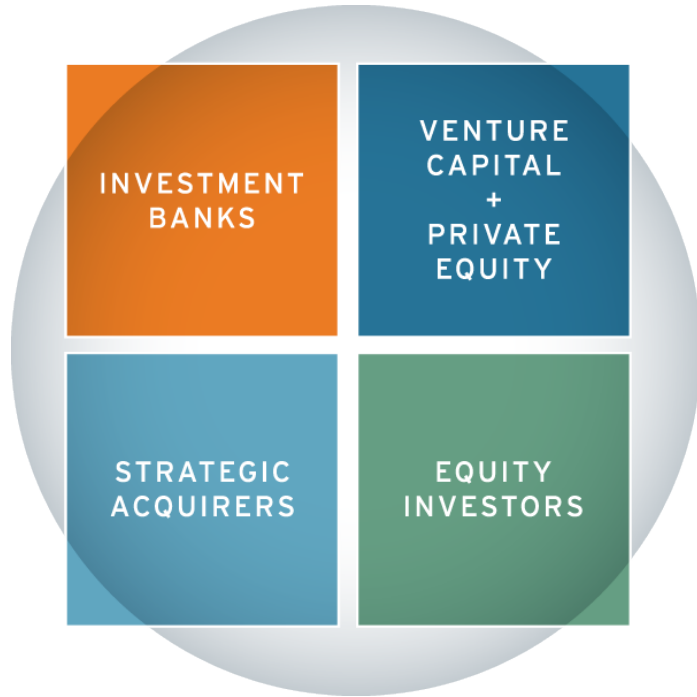
Alliance[®]

90,000+ members



45,000+ channel subscribers

451 Research clients have advised on over **\$800bn of investment** in M&A transactions in the IT sector in the past two years



80% of the most active tech banking firms are clients, (those advising 10 or more deals in the past two years)

Our banking clients advised on at least one side of 96% of the \$800bn in large (\$500m+) tech deals over the past two years

Strategic acquirer clients collectively spent \$200bn+ to acquire nearly 300 companies over the past three years

Coming soon...

- Full overhaul of our **online research dashboard** experience
- Launching **Voice of the Service Provider** with actionable insight to qualify and quantify the buying behaviors, business drivers and strategic priorities for infrastructure-based service providers
- Releasing the **4sight** body of research, examining the trends shaping the next decade of enterprise IT
- Releasing the **Global IoT Market Model**, deconstructing the Internet of Things into specific, actionable components
- And of course... **more analyst hires!**



Thank You!



NEW YORK
LONDON
BOSTON
WASHINGTON, D.C.
SAN FRANCISCO