

AR TALES FROM BOTH SIDES OF THE FENCE ARCHITECT USER FORUM

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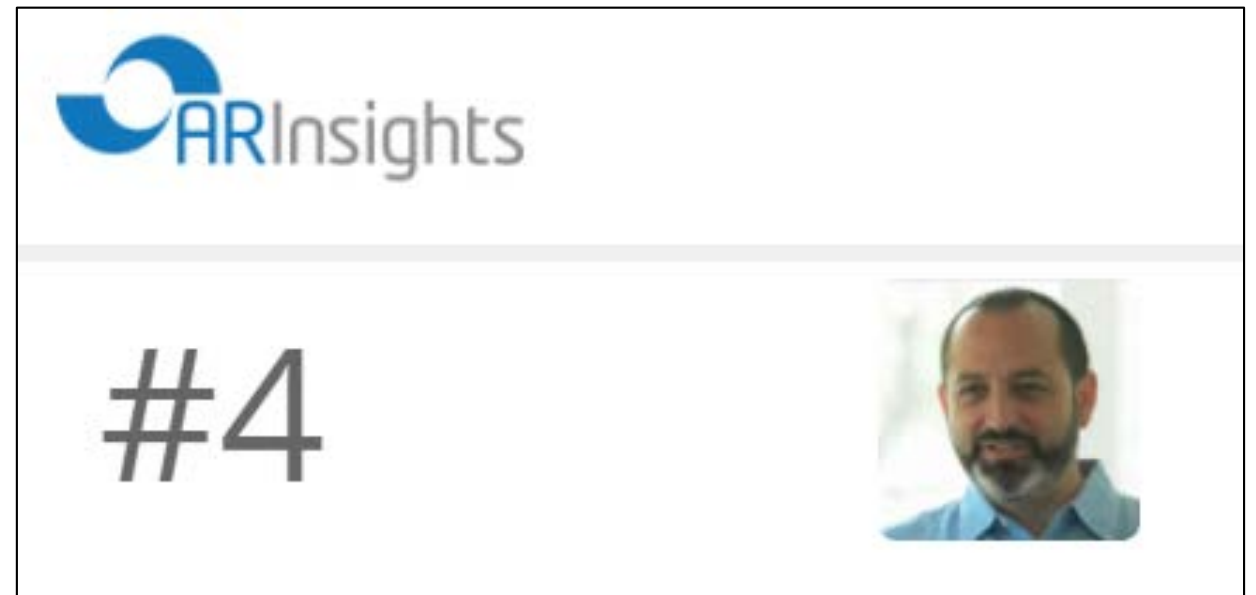
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ABOUT MOOR INSIGHTS & STRATEGY

- Founded in 2011 in Austin, Texas
- Top-ranked, global technology analyst and advisory firm
- Considered an “agile, aggressive & adept firm”
- 10 analysts with real-world, executive experience in products, strategy, marketing
- Client to cloud



IT'S BEEN A GOOD YEAR



- #1 cited analyst by the press in the world

QUALIFICATIONS

- Nearly 30 years industry analyst experience
- 20 years F500 executive in products, strategy, marketing
- \$300M budget, managing 500
- Over 6 years running analyst firm
- F50 CEO interactions



WORDS OF WISDOM: “*AR TALES FROM BOTH SIDES OF THE FENCE*”

TOP AR MISTAKES AND WINS I'M SEEING IN 2017

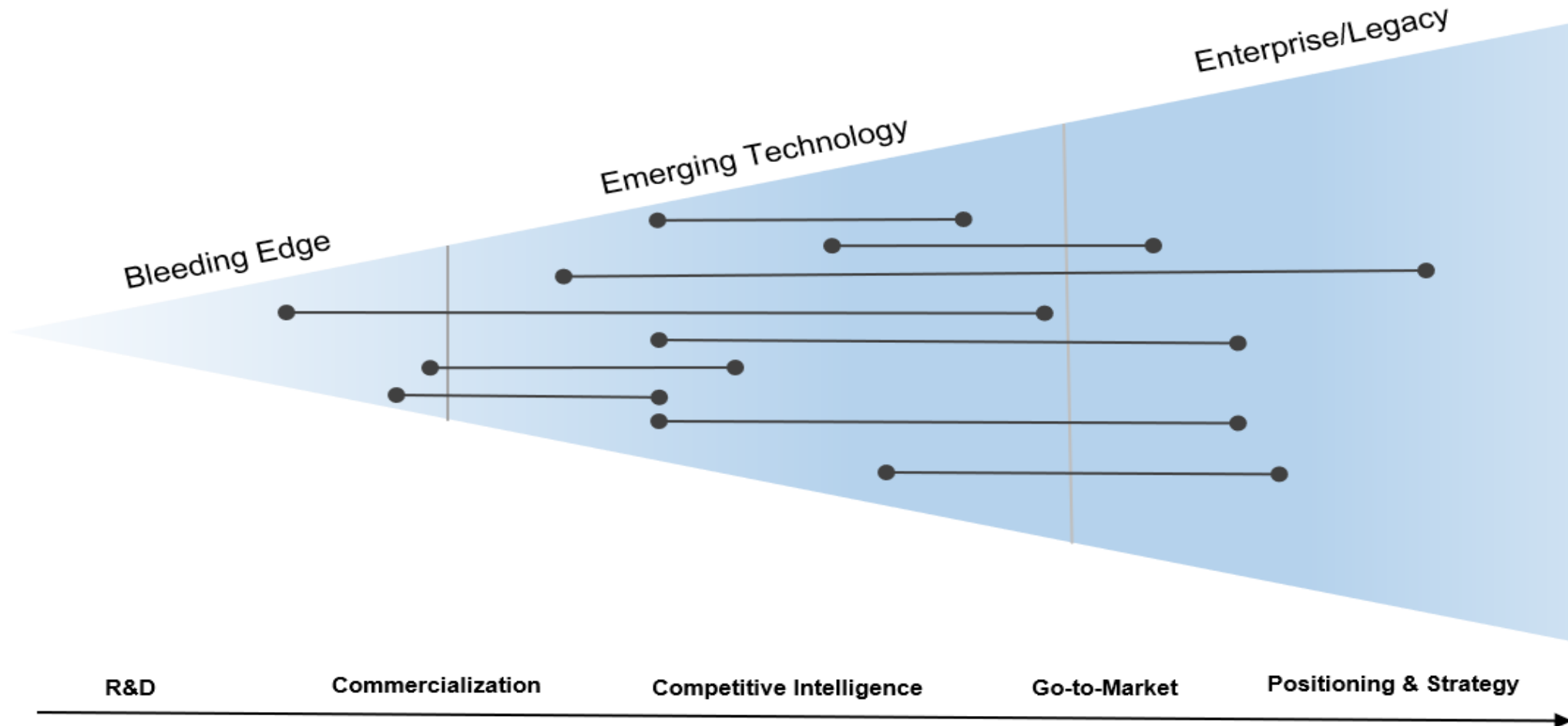
TOP MISTAKES

- Exclusionary analyst firm tactics
 - head in the sand, “no resources”
- Focusing exclusively on influence
 - Excludes more strategic “advisory”
- Analysts engaged like the press and influencers
 - Dreaded “media” badge
- Pairing the wrong analysts with senior executives
 - AR taken down a notch

TOP WINS

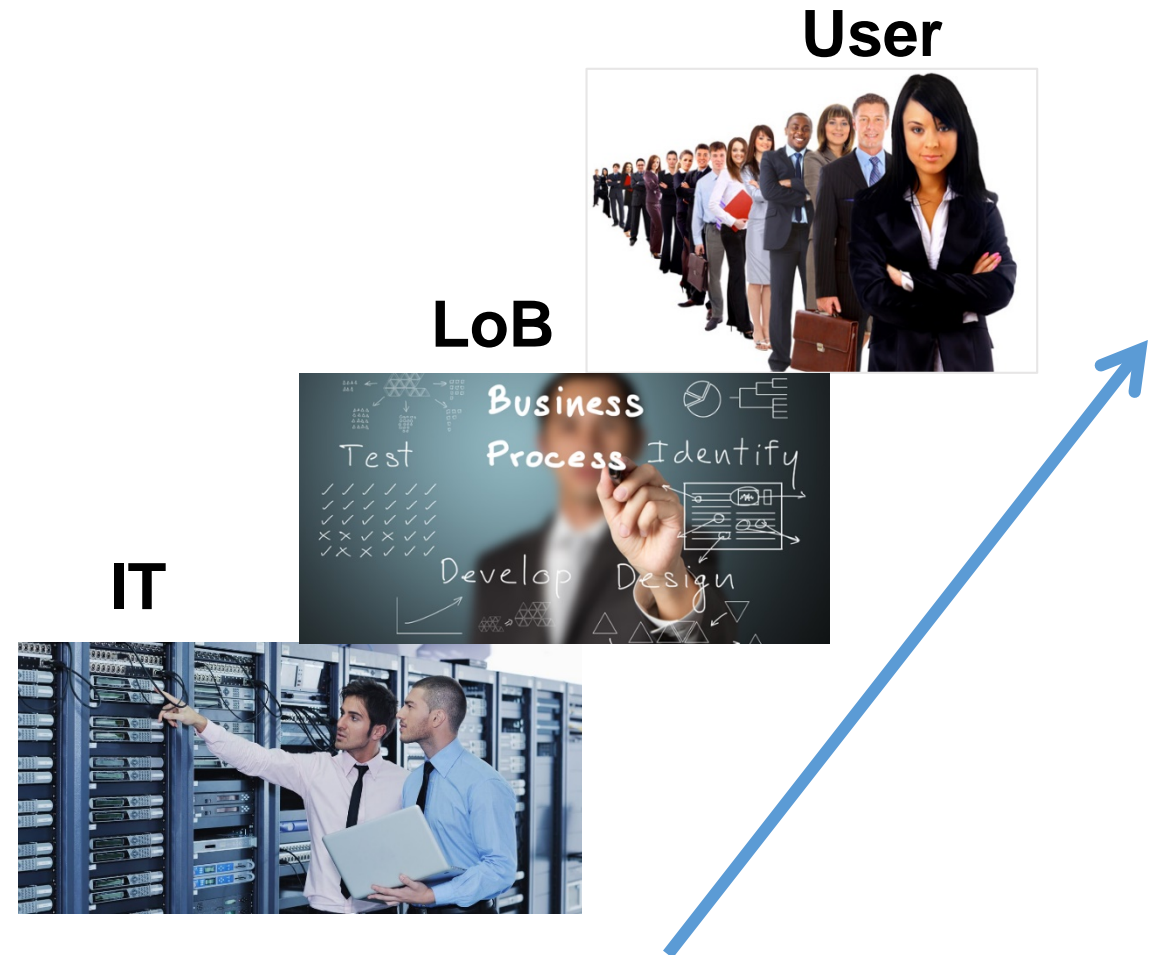
- Increasing AR budget
 - by better aligning to business/marketing goals
- Executive exposure with good outcomes
 - win for AR craft
- Positive event outcomes
 - Changing perception through excitement
- Analysts driving aligned thought leadership
 - Articles and social media

1/ ALIGN AR STRATEGY TO BUSINESS/MARKETING NEEDS



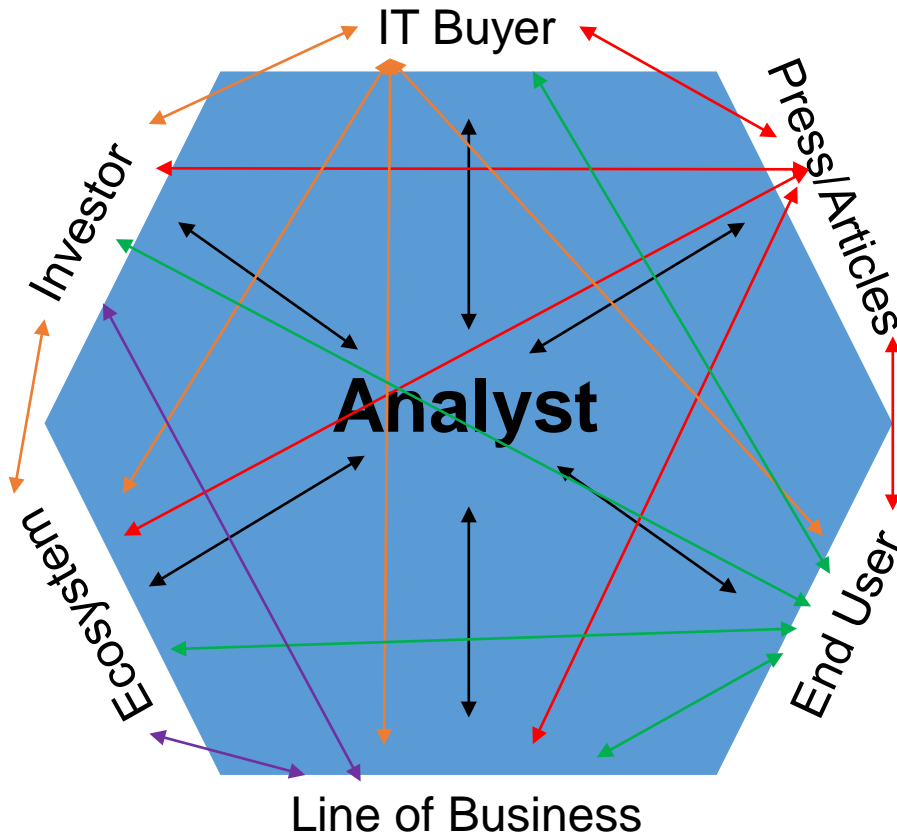
2/ ALIGN AR STRATEGY TO RAPIDLY CHANGING TARGETS

- Analysts targets additive:
 - IT is still important, but LoB and user influence getting stronger
 - Look at cloud, mobility, SaaS, AI, ML
- Multiple influencers impact those targets
 - Industry analysts AND press AND social media AND influencers
- Will AR cede to PR and marketing?



3/ ALIGN AR STRATEGY TO RAPIDLY CHANGING INFLUENCE MODELS

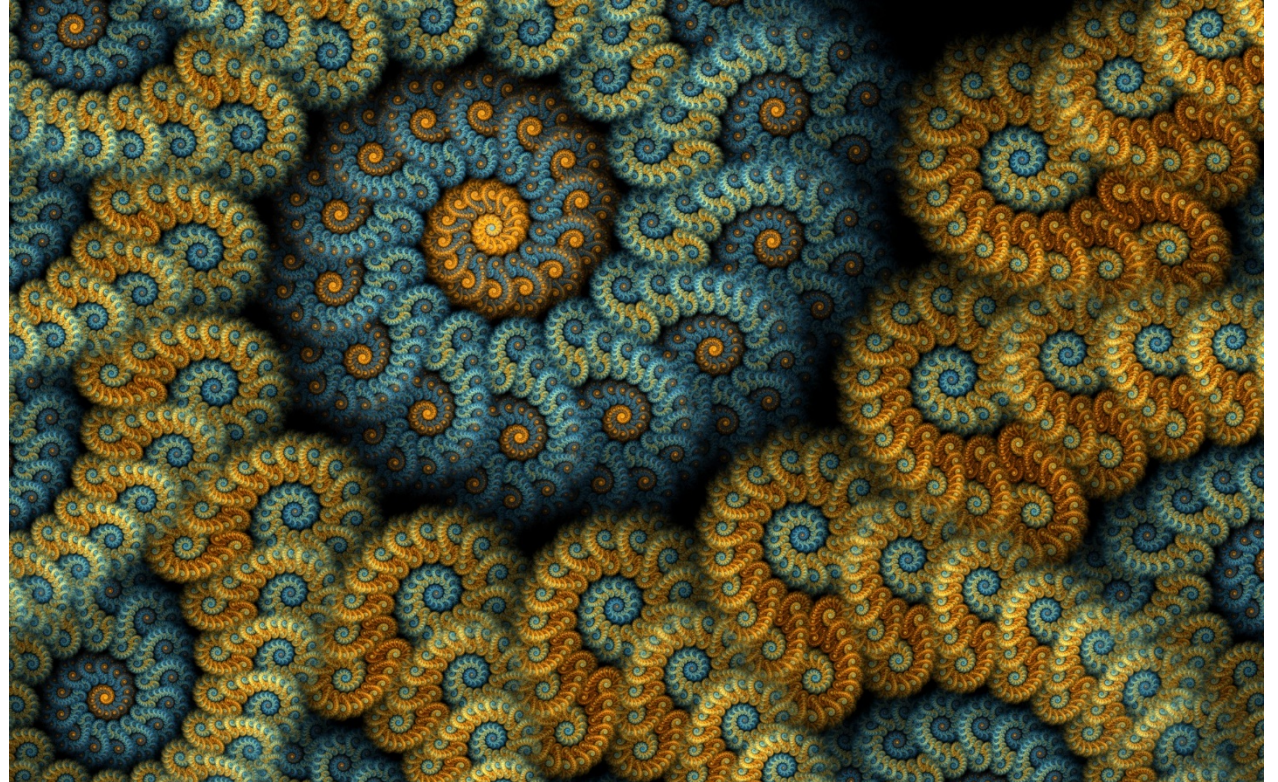
- Industry well beyond strict Analyst → IT Buyer model



What is your model?

4/ ALIGN AR STRATEGY TO INCREASED ANALYST SEGMENTATION

- Already...
 - Buy-side and Sell-side
- Increased specialization
 - SME, Geography, Deliverables
- By content distribution
 - Freemium, Social, Video
- Consultant, advisor and influencer growing as “analyst”
- More analysts coming on the scene; cannot just “ignore”
 - Tier to priority



5/ MEASURE IT OR IT NEVER HAPPENED

- Metrics aligned to business/marketing objectives
- Influence on
 - Buyer, LoB, end user, channel, ecosystem, press, investors
- Sentiment on
 - Reports, articles, blogs, social, broadcast, press
- Guidance on
 - Strategy, roadmap, target market, positioning, launch
 - Through inquiry and analyst days



6/ USE MORE MODERN AR TOOLS

- Cannot ignore analyst growth, segmentation, changing targets
 - Will hit you whether you want it or not
- Modern analyst management
 - More analysts
 - More current information
 - More current sentiment
 - More diverse group
 - More comprehensive measurements



SUMMARY

- Align AR strategy to
 - Business/Marketing Needs
 - Rapidly Changing Targets
 - Rapidly Changing Influence Models
 - Increased Analyst Segmentation
- Measure it or it never happened
- Use more modern AR tools

- We'd love to work with you



THANK YOU

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