

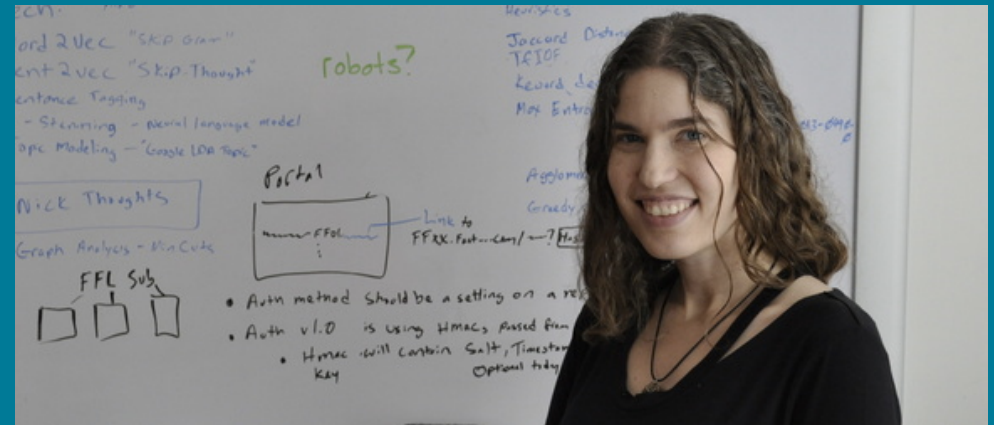
Size Doesn't Matter:

A Tale of Two AR Programs

November 16, 2017

Phil Nash, Senior Director, Industry Analyst Relations

“Size doesn’t matter.
Fast data is better than big data.”



Hilary Mason, Data Scientist

Background Check: Who is this Guy?



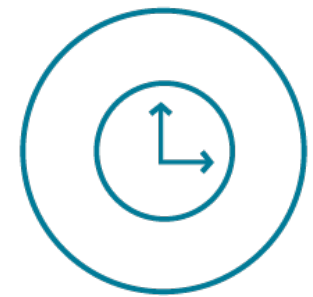
DataStax: The Data Platform for the Right-Now Economy



CONTEXTUAL



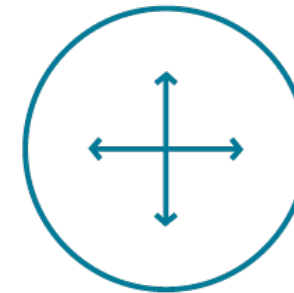
ALWAYS-ON



REAL-TIME



DISTRIBUTED



SCALABLE

DataStax: The Company We Keep

NETFLIX

SONY

 Microsoft


British Gas

 MACQUARIE


COMCAST

SAFEWAY 

Capital One 

ebay


CISCO

ING 

★ macy's

Big AR Challenges at Symantec

A decorative graphic in the top right corner of the header, consisting of a network of white dots connected by thin white lines, set against a dark teal background.

Growth by Acquisition

34 Companies
bought from
2005-2015

Overwhelmed Operations

From Proactive to Reactive AR

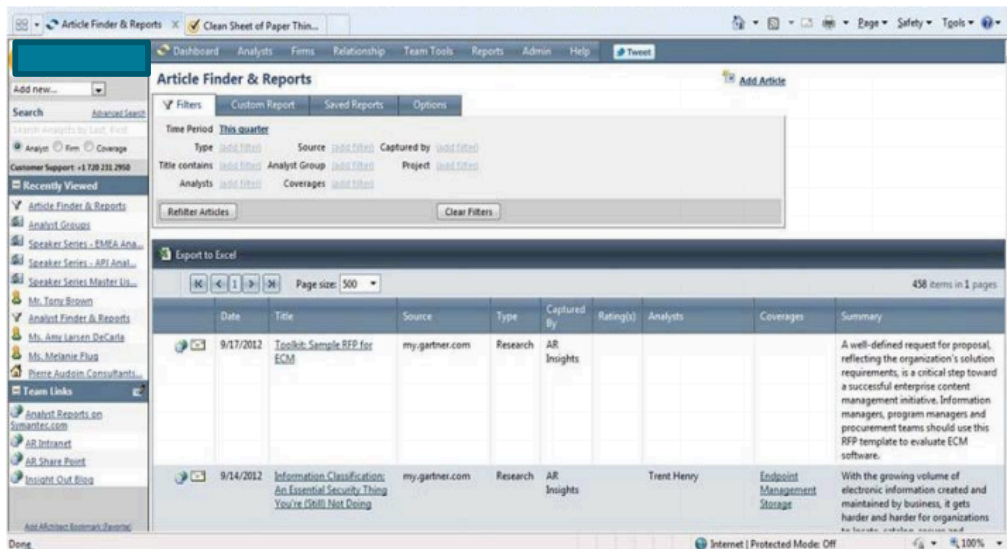
Scale Issues

- Tracking
 - 27+ products and topic areas
 - 12 types of engagements
- Time to focus on operations
 - How do we execute better?
 - How do we show the value of AR better?
- Architect Investment
 - Helped in several areas, including
 - Analyst Output
 - Analyst Engagement



Improved monitoring of analyst output

Article Reporting



The screenshot shows the 'Article Finder & Reports' application interface. It features a search bar, filters, and a table of results. The table has columns for Date, Title, Source, Type, Captured By, Rating(s), Analysts, Coverages, and Summary. Two rows of data are visible.

Date	Title	Source	Type	Captured By	Rating(s)	Analysts	Coverages	Summary
9/17/2012	Toolkit Sample RFP for ECM	my.gartner.com	Research	AR Insights				A well-defined request for proposal, reflecting the organization's solution requirements, is a critical step toward a successful enterprise content management initiative. Information managers, program managers and procurement teams should use this RFP template to evaluate ECM software.
9/14/2012	Information Classification: An Essential Security Thing You're Still Not Doing	my.gartner.com	Research	AR Insights		Trent Henry	Endpoint Management Storage	With the growing volume of electronic information created and maintained by business, it gets harder and harder for organizations to track, analyze, secure and

- Typical quarter
 - 250 analysts
 - 500 articles
- Centralized monitoring
 - More accurate
 - More consistent
 - Less burden on AR managers
 - Easier to share with stakeholders

Presentation Identifier Goes Here

10

A One-Man AR Band at DataStax.



- Actually, AR is a team sport
- Inherited a strong program from predecessor
- Great support from key functional areas and leadership team
- My mission – build an “enterprise-class” AR program to align with company’s goals

Big, Early Challenges at DataStax

A decorative graphic in the top right corner of the header bar, consisting of a network of white dots connected by thin white lines, resembling a data network or a molecular structure.

**Operational
Efficiency**

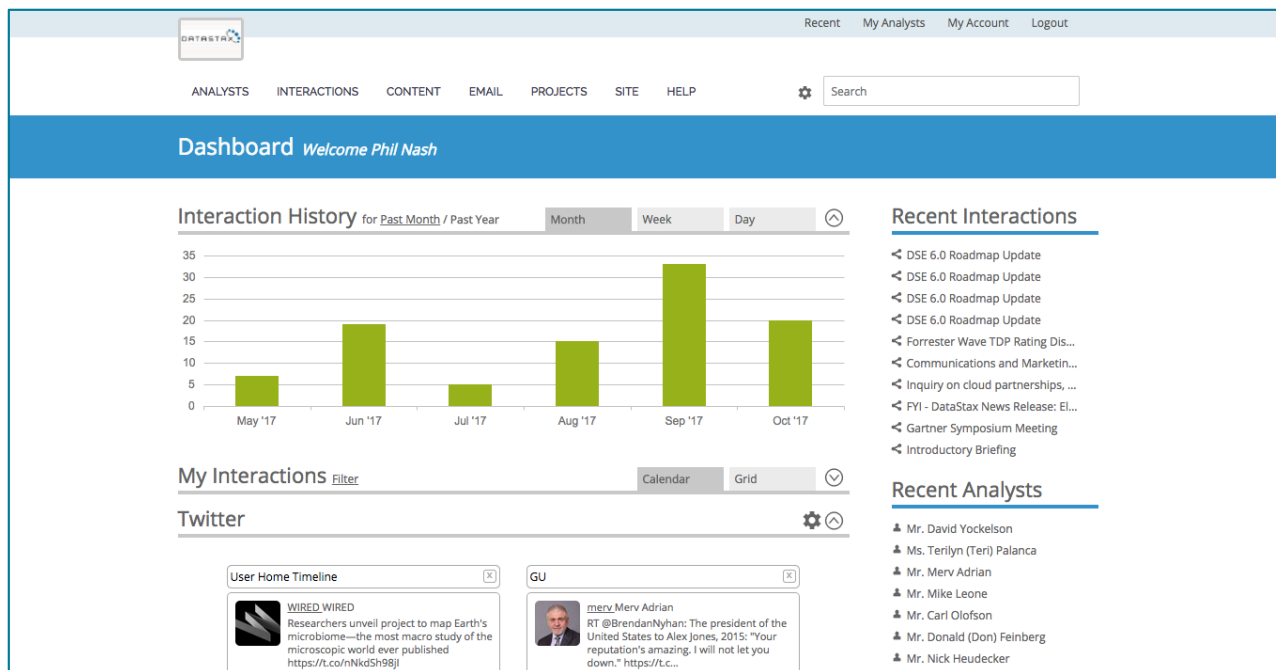
A vertical teal line with small circular dots at both ends, positioned to the right of the 'Operational Efficiency' text.

**Learning
the Market**

A vertical teal line with small circular dots at both ends, positioned to the right of the 'Learning the Market' text.

**Raising
Awareness**


Architecting Operational Efficiency



- Single repository for recording analyst engagements and creating analyst target lists
- Time saver for creating background material for stakeholders
- Learning and metrics tool

Architecting a Faster Learning Curve

Mr. Merv Adrian *Analyst* [Edit Analyst](#)

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Interaction Ranking [👤](#) [👤](#) [👤](#) Publication Ranking [👤](#) [👤](#)

Information Activity Twitter

Bio

Roles and Responsibilities [show less ▲](#)

He is an Analyst on the Data Management team following operational DBMS, Hadoop, Spark, NoSQL and adjacent technologies. He also tracks the increasing impact of open source on data management software and monitors the changing requirements for data security in information platforms.

Areas of Coverage
Data Management & Integration

Background

Previous Experience
He most recently headed IT Market Strategy, which he founded to provide professional services to information technology strategy and marketing professionals. Earlier, he ran technology research for Forrester, following its acquisition of Giga Information Group. He spent a decade in the software industry after several years as a programmer on Wall Street.

Professional Background
-Forrester Research, Senior Vice President, 5 years
-Giga Information Group, Vice President, 8 years
-IT Market Strategy, Principal and Founder, 2 years

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Our Take [✎](#)

Analyst Groups [✎](#)

[GU](#) [Twitter Top 10](#)

Relationship Manager [✎](#)
(not specified)

Privacy Options [✎](#)

Private Data [+ Add New](#)

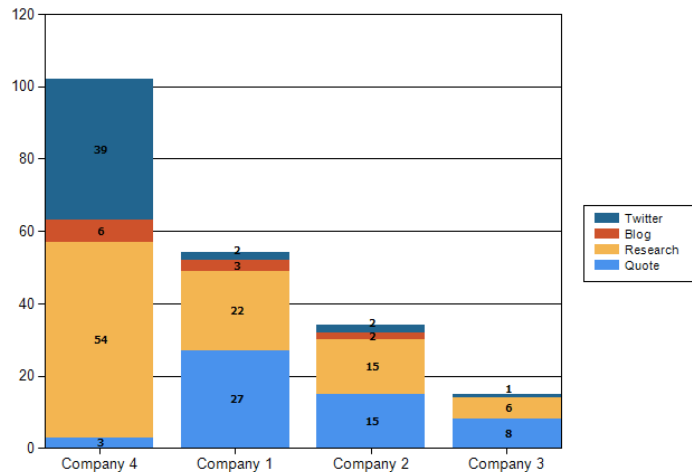
Tiering [✎](#)
No Tiering

- Single source of analyst information
- Direct link from analyst to their output to get a better sense of their point of view, productiveness, etc.
- Self-serve training tool for veterans new to a market or new AR practitioners

Architecting Awareness

Article Summary: Coverage by Article Type
Time period: Past 2 Months

Article Summary: Coverage by Article Type



Source Data

Example

- **DataStax focused on raising awareness: How can AR Help?**
- Metrics that track analyst share of voice among key competitors.
- Metrics that track DataStax inclusion in major market reports.
- Metrics that track performance against analyst engagement priorities

Architecting Awareness: Share of Voice

Example Analyst Share of Voice Quarterly Reporting – Not Actual

	Q1/F18	Q2/F18	Q3/F18	Q4/F18
DS SOV	8	9%	10%	
Rank	4th	4th	4th	
Movement	N/A	SOV:+2% Rank: No Change	SOV: +3% Rank: No Change	
DS SOV (no Twitter)	4%	6%	10%	
Rank	3rd	4th	2nd	
Movement		SOV:+4% Rank: - 1	SOV: +4% Rank: +2	

Architecting Common Thread Values

Real Data



Single Source



**Outside
Perspective**





Phil Nash

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DataStax

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