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# Rethinking AR Strategy – Time to Reset the Status Quo?

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Research Fellow



Analyst of the analysts  
AR best practices advisory  
Category creation  
Influencer landscape analysis



Informatica

AR professional and vendor analyst client

Informatica's mission is  
to accelerate our customers'  
**data-driven**  
digital transformation

# A Leader in Five Gartner Magic Quadrants

## Magic Quadrant for Data Integration Tools



July 2018

Mark A. Beyer, et al.,  
19 July 2018

## Magic Quadrant for Metadata Management Solutions



Aug 2018

Guido De Simoni, et al.,  
09 August 2018

## Magic Quadrant for Data Quality Tools



Oct 2017

Mei Yang Selvage, et al.,  
24 October 2017

## Magic Quadrant for Master Data Management Solutions



Oct 2017

Bill O'Kane, et al.,  
30 October 2017

## Magic Quadrant for Enterprise Integration Platform as a Service



Apr 2018

Keith Guttridge, et al.,  
18 April 2018

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# Objectives of this Keynote

Provocative  
not  
Prescriptive

# Objectives of this Keynote



Participation  
not  
Pontification

# Participation: Taking the Conversations Online

- Twitter hashtag **#ARUF18**
- Twitter hashtag **#ARchat**
- [Association of Analyst Relations Professionals](#) LinkedIn group
- [IIAR](#) LinkedIn group
- [Technology PR, AR and Social Media](#) LinkedIn group

# Key Take Aways

- 1** Sacred cows make the best burgers
- 2** Rethink AR's focus from driving coverage to driving strategy
- 3** Rethink AR automatically supporting Gartner's every initiative
- 4** Rethink marketing priorities to build the brands of other firms
- 5** Rethink AR's organizational home to enable driving strategy



# Key Take Aways

1

Sacred cows make the best burgers



#ARUF18 #ARchat

# Analyst Landscape Not Experiencing Disruption



Review Sites



Auto Generation



Buying Behaviors



Tech Innovation



Black Swan

Sources: ARInsights webinars by Carter Lusher

- IT Industry Analysts in 2023: Evolution, Revolution, or Disruption?
- Yelp for Enterprise IT - Analyst Firm Killers or Complements
- IT Industry Analyst 5-Year Scenario: Implications for AR of Acquisitions and AI



*“Why doesn’t AR prioritize sales execution?”*

*“Is the quadrant still relevant?”*

# Key Take Aways

2

Rethink AR's focus from driving coverage to driving strategy



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# Sacred Cow: AR Focus on Driving Coverage

## AR charter

Leverage the unique value of the industry analysts within their value chain to drive top-line results

## AR objectives

- Shape market perception
  - to generate leads
- Arm sales
  - to close business
- Drive analyst usage
  - to improve decision making

Traditional AR focus by IT vendors

Competitive advantage opportunity

# Provoke: Invert AR's Focus to Strategy and Change

## AR charter

Leverage the unique **insights** of the industry analysts within their value chain to drive **superior strategy**

## AR objectives

- Power sales executive and senior staff interactions with analysts
  - strengthening sales strategy by grokking prospects, anticipating competitors' moves
- Drive “C” suite and senior staff advisory conversations with analysts
  - enhancing strategy, product market fit, messaging, marketing
- Shape market perception
  - generating leads and enhancing brand visibility

# Key Take Aways

3

Rethink AR automatically supporting Gartner's every initiative



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# Sacred Cow: All Gartner Initiatives are Top Priority





# Sacred Cow: Every New Initiative will be a Winner

## Gartner Peer Insights 'Voice of the Customer': Project Portfolio Management, Worldwide Market

Published: 24 October 2018 ID: G00377135



“Voice of the Customer” –  
the next branded research with  
“big rock” status

## Improve Your SAP Service Provider Selection by Leveraging Gartner Client References

Published 20 September 2018 - ID G00366709 - 14 min read

Supporting Key Initiative is [Services Sourcing, Procurement and Vendor Management](#)

“Leveraging Gartner Client References” –  
up next, in prototype

# Provoke: Stop Spending *Your* Money and Effort Doing Marketing & Branding *for* Gartner



**INFOSEC INSTITUTE** IT & Security Boot Camps ▾ Security Awareness & Anti-Phishing ▾ Company ▾

## Complimentary Gartner Report: Peer Insights 'Voice of the Customer' — Security Awareness Computer-Based Training

[Read the Report](#)

**Gartner Peer Insights Customers' Choice  
Security Awareness Computer-Based Training**  
As of April 30, 2018

<50 REVIEWS | ≥50 REVIEWS

**Customers' Choice Zone**

- Colense (Private)
- InfoSec Institute
- Inspired eLearning
- KnowBe4

Barracuda Networks (Private)

MediaPro

SANS Institute

**Read the Report!**

First Name

**Gartner peer insights customers' choice 2018**

We're pleased to be named to the Customers' Choice Zone! Free from vendor influence, Gartner Peer Insights research reports are based on enterprise professionals' software and service reviews and first-hand experiences through various stages of the IT life cycle – from evaluation through deployment.

# Key Take Aways

4

Rethink marketing priorities to build the brands of other firms



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# Sacred Cow: Other Firms' Signature Research Don't Deserve Vendor Promotional Muscle



# Provoke: Invent the future



“The best way to predict the future is to invent it.”

Alan Kay

Big Thinker, Computer Scientist, Fellow

Xerox PARC

HP Labs

Apple

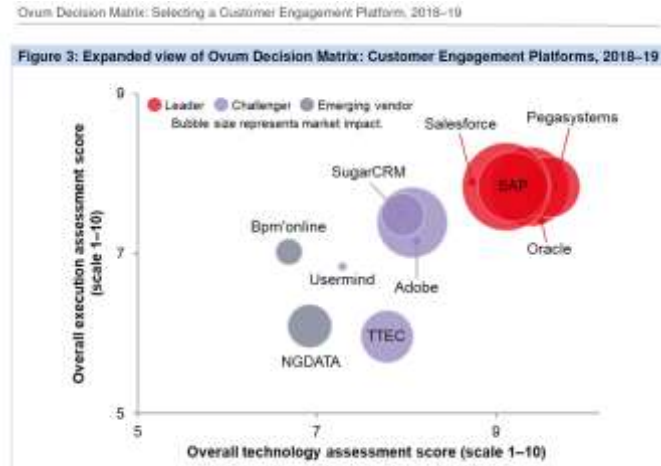
# Provoke: Give Other Firms' Research Visibility

## TrustRadius



Announcing the Top Rated Business Intelligence Tools for 2018

## Ovum



Source: Ovum

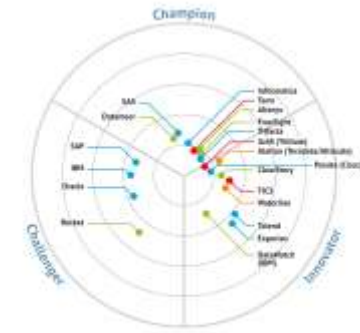


ON THE RADAR Awards

## Many Other Firms...



VENTANA RESEARCH  
PRODUCT INFORMATION  
MANAGEMENT  
**VALUE! INDEX**  
2015 HOT VENDOR



# Provoke: Give Other Firms' Analysts Visibility



Frank Dickson, IDC  
Validating the Known:  
A New Approach to  
Cybersecurity

Watch the webinar,  
get the free report.

 Bromium

  
Analyze the Future



# Key Take Aways

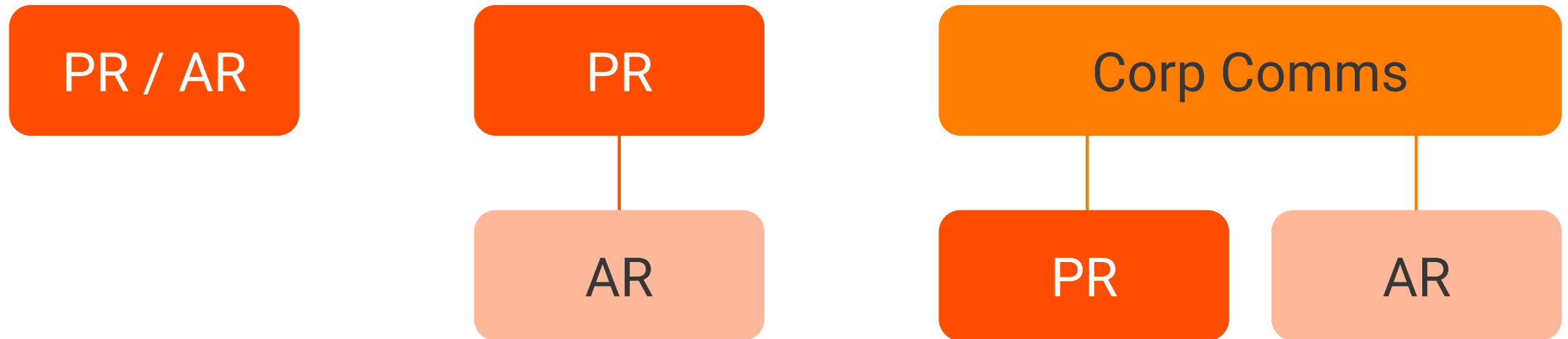
5

Rethink AR's organizational home to enable driving strategy

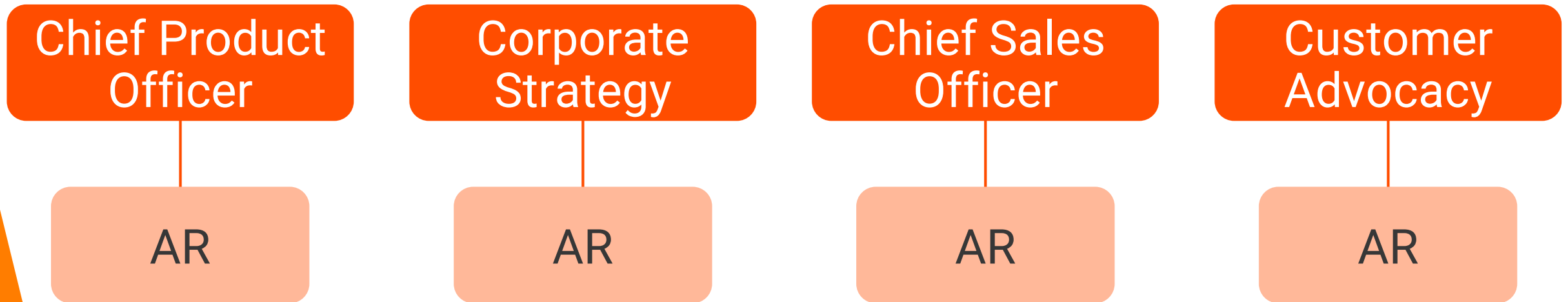




# Sacred Cow: AR is a Corp Comms Function



# Provoke: AR reports to an executive with strategy and execution responsibility



# Wrap Up



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# Key Take Aways

- 1** Sacred cows make the best burgers
- 2** Rethink AR's focus from driving coverage to driving strategy
- 3** Rethink AR automatically supporting Gartner's latest initiative
- 4** Rethink marketing priorities to build the brands of other firms
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# Sacred Cows: What are Yours?

During the networking breaks and online what are other sacred cows that we should consider?

#ARUF18

#ARchat

# Appendix: AR Resources

# Resource: ARchitect from ARInsights

- ARchitect is an ARM (analyst relations management) application
- Think CRM for AR
  - Interaction manager, project manager
  - Continuously updated database of 7,500+ analysts and 940+ analyst firms
  - Mobile app, emailer, reporting, et cetera
- Contact
  - Ed Capps, VP, Global Sales
  - [edcapps@arinsights.com](mailto:edcapps@arinsights.com)
  - 602.524.5889
  - [www.ARInsights.com](http://www.ARInsights.com)
  - Twitter: [www.twitter.com/ARInsights](https://www.twitter.com/ARInsights)



# Resources: Recorded Webinars

- IT Industry Analysts in 2023: Evolution, Revolution, or Disruption?
  - <https://attendee.gotowebinar.com/recording/1198227264137383171>
- Yelp for Enterprise IT - Analyst Firm Killers or Complements
  - <https://attendee.gotowebinar.com/recording/5301701414427844865>
- IT Industry Analyst 5-Year Scenario: Implications for AR of Acquisitions and AI
  - <https://register.gotowebinar.com/recording/viewRecording/1576033761764502017/8442473982502331404/edcapps@cox.net?registrantKey=7856305641312604172>



# Resource: Taking the Conversations Online

- Take the conversation online
- Twitter hashtag **#ARchat**
- [IIAR](#) LinkedIn group
- [Technology PR, AR and Social Media](#) LinkedIn group
- [Association of Analyst Relations Professionals](#) LinkedIn group

# Resource: Analyst Observatory

- Analyst Observatory is an ongoing academic research program
  - University of Edinburgh Business School
  - *“The Analyst Observatory supports and promotes comprehensive and rigorous analysis of how technology start-ups gain competitive advantage from analyst endorsements.”*
  - While the mission states “start-ups” its case studies and publications are of interest to mature vendors and AR teams.
- Contact
  - Duncan Chapple, Executive Director
  - [duncan.chapple@ed.ac.uk](mailto:duncan.chapple@ed.ac.uk)
  - +44 7815 441954 and +1 (214) 974 0350
  - <https://ao.business-school.ed.ac.uk/>
  - Twitter: [twitter.com/AnalystOb](https://twitter.com/AnalystOb)



# Resource: Analyst Strategy Group

- ASG is an AR measurement and advisory firm
  - Analyst perception audits specific to AR, marketing, sales organizations
  - Metrics dashboards on a variety of issues
  - AR diagnostic, AR plan review
  - AR training on topics like measure program, executive sponsorship, etc
- Contact
  - Rob Kolokousis, Co-founder & VP Sales
  - [rob@analyststrategy.com](mailto:rob@analyststrategy.com)
  - 408-737-2320
  - [www.go2asg.com](http://www.go2asg.com)



# Resource: Kea Company

- Kea is an AR advisory firm
  - AR best practices and analyst landscape research
  - Phone-based and in-person advisory and consulting
  - Surveys
  - Tools and templates
  - Training
- Contact
  - Duncan Chapple, Managing Partner
  - [duncan.chapple@keacompany.com](mailto:duncan.chapple@keacompany.com)
  - +44 7815 441954 and +1 (214) 974 0350
  - [www.KeaCompany.net](http://www.KeaCompany.net)
  - Twitter: [www.twitter.com/KeaCompany](https://www.twitter.com/KeaCompany)



# Resource: Knowledge Capital Group (KCG)

- KCG is an AR advisory firm
  - AR best practices and analyst landscape research
  - Books
  - Phone-based and in-person advisory and consulting
  - Tools and templates
  - Training
- Contact
  - William Hopkins, CEO & Founding Partner
  - [whopkins@knowledgecap.com](mailto:whopkins@knowledgecap.com)
  - 512-334-5943
  - [www.knowledgecap.com](http://www.knowledgecap.com)
  - Twitter: [www.twitter.com/KCGARPros](http://www.twitter.com/KCGARPros)



# Resource: The Skills Connection

- The Skills Connection helps vendors prepare for analyst assessments, deliver briefings and increase marketing and sales engagement success.
  - Former senior Gartner analysts
  - Advisory/best practices on Magic Quadrant (and Wave) campaign execution
  - Advisory/best practices on year-round analyst engagement
- Contact
  - Simon Levin, Managing Director
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  - Twitter <https://twitter.com/theskillsconxn>



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conversation online

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