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Understanding The IT Analyst Landscape

A guide to analyst coverage and maximizing ROI from analyst interactions

SUMMARY

The IT research and advisory industry is undergoing fundamental change. Successful implementation of analyst research requires a balanced understanding of the industry as a whole. ATA surveyed end-users of analyst research about their job function and the technology segments they specialized in to build a model of 'mind share' as opposed to simple revenue or market share for each topic.

The findings indicate that end-users working in emerging technologies are less likely to use analyst research from larger firms. Gartner, Forrester and IDC all had below average ratios of users working in emerging trends and consumer technologies. This key data for 8 leading firms is examined in the context of current industry drivers of change.

Sample- Top technology segments by analyst firm:

ANALYST FIRM	TOP TECHNOLOGY TOPIC
Aberdeen Group	ERP & Supply Chain Management
AMR Research	IT Services
Forrester Research	Application Development & Integration
Gartner Group	Business Process Management
IDC	IT Services
Jupiter Research	Consumer Technologies
Ovum	IT Services
Yankee Group	Mobile and Wireless

The full report outlines drivers for change in the IT analyst industry and describes the latest trends shaping the market. The report is available immediately priced at \$595. To purchase see details below.

Table of Contents

TRANSFORMATION IN ANALYST INFLUENCE.....	3
IT Research And Advisory Industry Overview.....	3
Drivers Of Change.....	3
ICT maturity.....	4
Convergence.....	4
THE ANALYST LANDSCAPE.....	4
The strength of brand.....	4
Figure 1 The Individual Analyst vs Company Brand	
Analyst firms strengths and weaknesses.....	5
Analyst Firms By Topic Area.....	6
Figure 2.1 Strengths And Weaknesses Aberdeen	
Figure 2.2 Strengths And Weaknesses: AMR Research	
Figure 2.3 Strengths And Weaknesses: Forrester	
Figure 2.4 Strengths And Weaknesses: Gartner Inc	
Figure 2.5 Strengths And Weaknesses: IDC	
Figure 2.6 Strengths And Weaknesses: Jupiter	
Figure 2.7 Strengths And Weaknesses: Ovum	
Figure 2.8 Strengths And Weaknesses: Yankee	
Recommendations.....	11
Contact Details.....	12
Methodology.....	13

ADDITIONAL MATERIAL

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