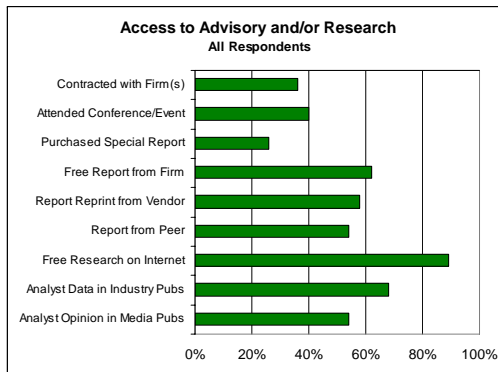
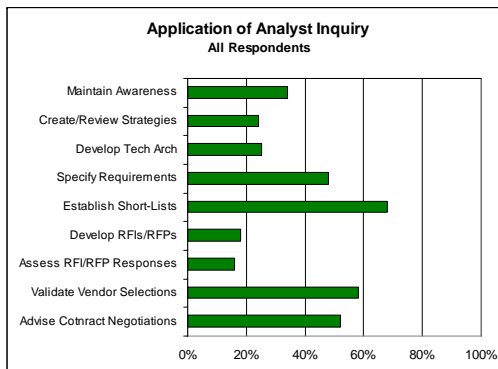


# Influence of Analysts



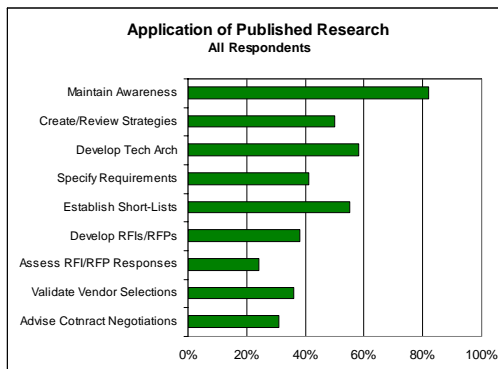
## Access to analyst opinions

- Almost 40% of mid-size/enterprise businesses have contracted with one or more analyst firms
- Almost 90% of respondents reported downloading free analyst firm research from the Internet
- Almost 60% reported receiving free research from peers, vendors, or analyst firms



## Impact of Inquiry

- Almost 70% of mid-size/enterprise businesses reported using analyst inquiry to help advise their vendor short-lists
- Approx 50% use inquiry to help specify requirements, validate vendor selections, and advise contract negotiations



## Impact of Published Research

- Over 80% of mid-size/enterprise businesses use published research to maintain awareness
- Over 50% report using analyst research to validate strategies, help develop their technology architecture, and establish vendor short-lists

Source: Technology Buyers Survey, © 2005 Analyst Strategy Group, LLC

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