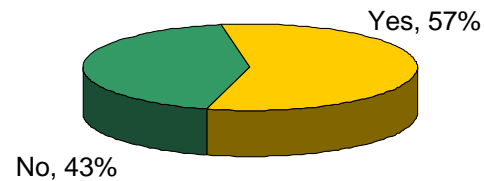
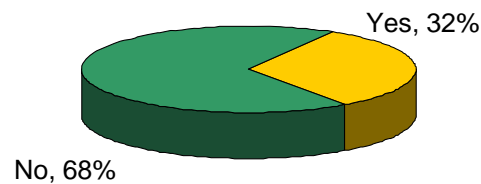


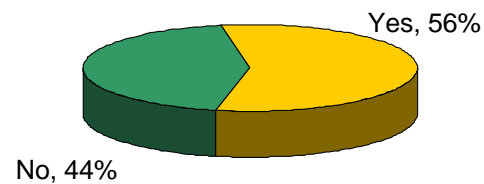
Impact of Advisory/Published Research



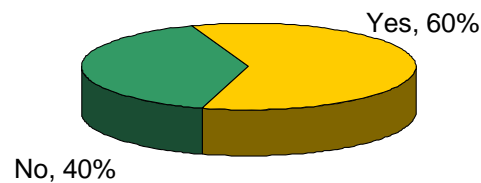
In the past year, I have significantly considered the opinions of industry analysts when creating vendor short-lists



In the past year, I have excluded a vendor from consideration based significantly on information from an industry analyst



In the past year, I have considered a vendor who was brought to my attention by an industry analyst



In the past year, I have cited published analyst research in my business case for a technology purchase decision