

## *Understanding the Influencers 2006*

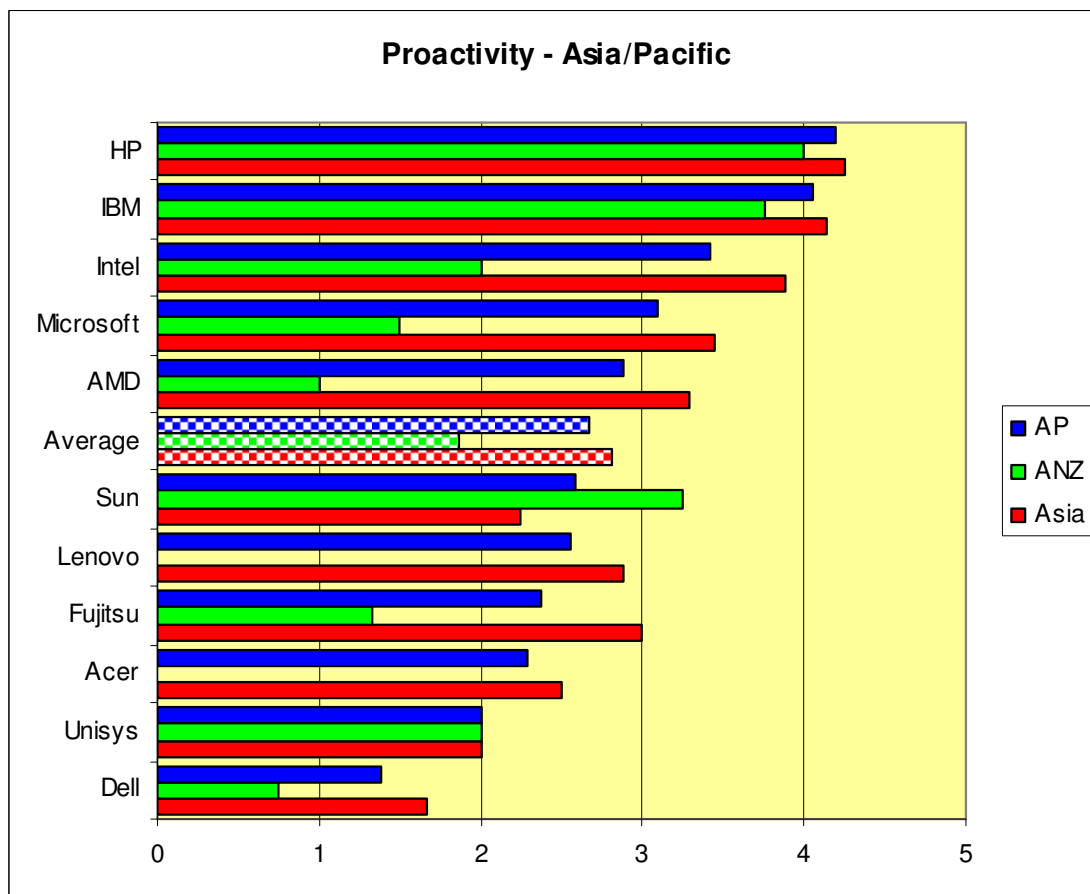
### An Analysis of Analyst Relations Effectiveness in Asia/Pacific

#### Volume 2: Computing Platforms Vendors

These databooks analyse the responses of analysts who focus partly or wholly on the computing platforms market, which is broadly characterised by vendors who sell computer hardware, including enterprise servers, workstations, PCs, notebooks and PDAs. They contain quantitative and qualitative analysis of analyst communication and information preferences; specific assessment of vendor analyst relations program performance; insight into the experience levels of computing platforms analysts; and perspectives on analyst recommendations of vendors to customers.

The databooks include ratings and rankings of analyst perceptions of vendor analyst relations program effectiveness, based on several attributes including resourcing, candour, understanding, proactivity, responsiveness and access to executives.

**Figure 9b: Proactivity of Computing Platforms Vendors – by Sub-Region, 2006**



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