

Understanding the Influencers 2006

An Analysis of Analyst Relations Effectiveness in Asia/Pacific

Volume 4: Enterprise Software Vendors

These databooks analyse the responses of analysts who focus partly or wholly on the enterprise software market, which is broadly characterised by vendors of enterprise software packages such as ERP, CRM, SCM, database etc as well as middleware, content & collaboration, and office applications & tools. 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 enterprise software 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 10a: Responsiveness of Enterprise Software Vendors – AP, 2006 - 2005

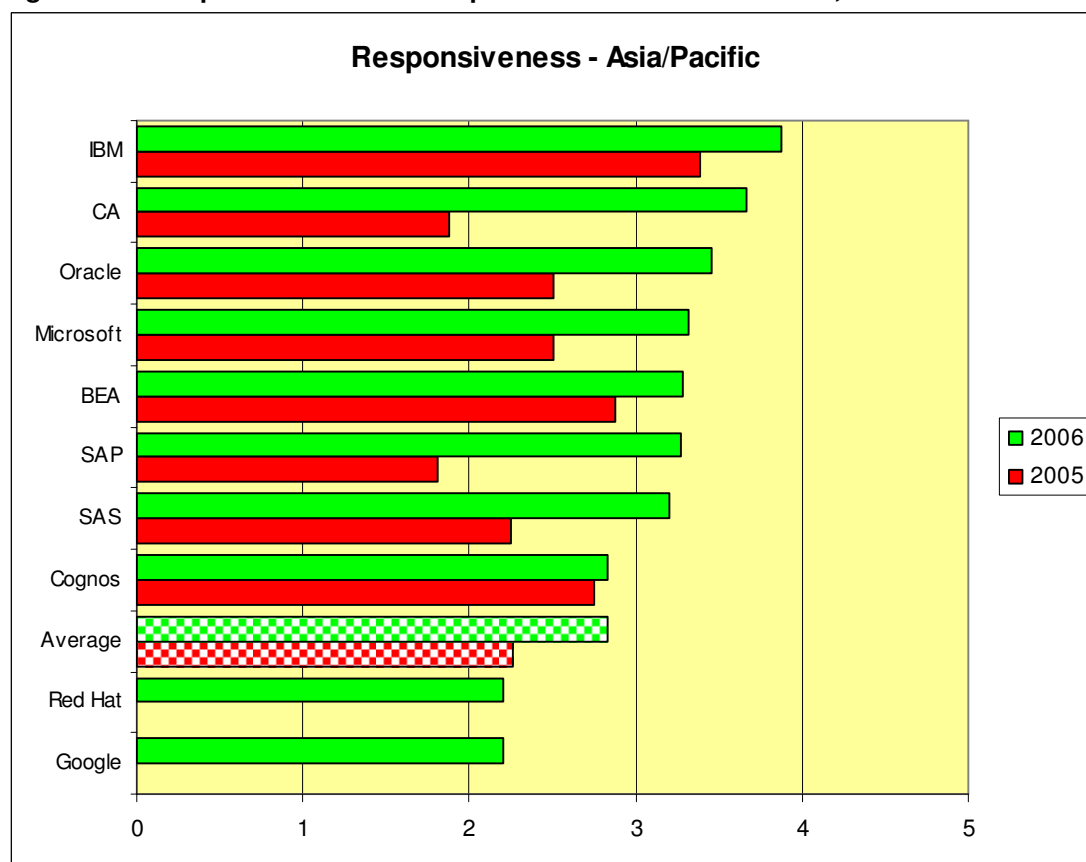


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