

Understanding the Influencers 2006

An Analysis of Analyst Relations Effectiveness in Asia/Pacific

Volume 6: Storage Vendors

These databooks analyse the responses of analysts who focus partly or wholly on the storage market, which is broadly characterised by vendors focused on storage hardware and software which is targeted at the enterprise space, rather than commodity markets. 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 storage 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 7b: Candour of Storage Vendors – by Sub-Region, 2006

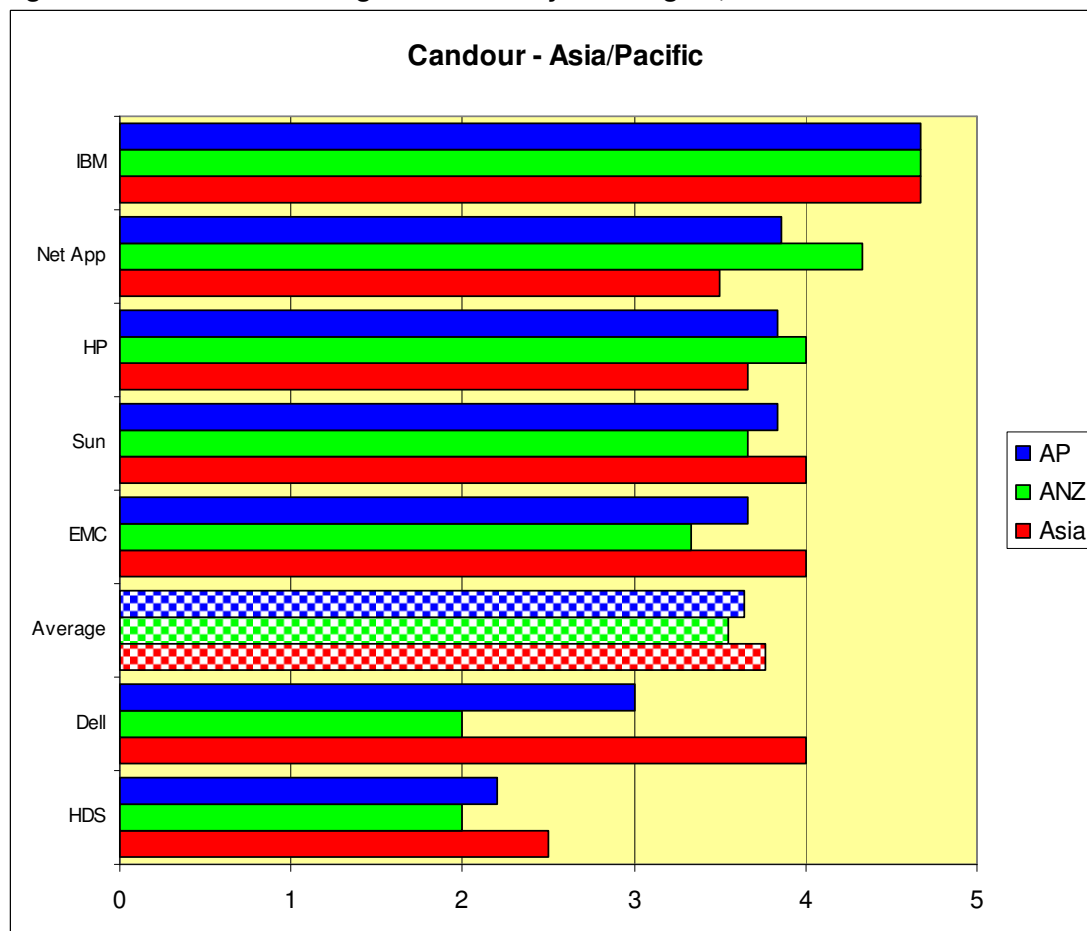


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