



HOW TO WORK WITH INDUSTRY ANALYSTS

What analysts do, how they operate – and how they can add value to your technology company

When correctly engaged, industry analysts can play a major role in successfully bringing a product or solution to the marketplace. Analysts can help tech companies better understand complex markets, avoid costly mistakes, identify competitive threats and evolve offerings to better match buyers' needs.

Industry analysts' research can be invaluable to technology firms in understanding how their products and solutions can be best positioned within highly competitive markets. Analysts' insights and knowledge can help identify market challenges and how to best overcome them. Digging down into offerings and solutions, the right analyst can become a valued member of a company's product strategy group, suggesting functionality needed to improve a product's chances of success.

This benchmarking and research can help your tech company in three key ways:

- Improving competitive position and financial performance
- Prioritizing improvement areas
- Leveraging technology.

However, analysts walk a fine line between recommendation and endorsement. To retain their objectivity, analysts do not endorse specific companies or products, though they often will endorse the approach or model behind an offering. Analysts frequently work with companies to present their research to the marketplace as general industry trends, rather than as straight head-to-head comparisons among competitors.

Connecting With the Right Analyst

Before engaging with an analyst it's essential to have a good grasp of your own products and services, and how they differ from what is already available. Each analyst firm has a specific focus, so it pays to look at several before selecting one that aligns with your company's market and needs.

A technology analyst, for example, will focus on the technology platform of a specific product or solution. Likewise, a marketing analyst will look at market sizing and other factors. When choosing a firm, talking with peers or other trusted advisors regarding their experiences with analyst firms is always a smart move.

Preparing to Meet With an Analyst

Once you begin seeking briefings with analysts, understand the person you're scheduled to speak with. In addition to a polished, on-point presentation, it is vital to ensure the right people are present for the meeting. If the briefing is with a technology analyst, bring the CTO; a CMO should present to a marketing analyst; and the CEO is always a good move when speaking with business or financial analysts.

Here are a few tips when preparing for an analyst meeting:

- **Be prepared:** Rehearsal is a must. Talking off-the-cuff is never advisable.
- **Be timely:** Respect the analyst's time constraints
- **Focus on quality:** Don't overlook demos as an alternative to Powerpoint.
- **Provide references:** Encourage the analyst to speak with customers using the product.
- **Be honest:** Explain what the product/service does and does not do.

Analysts appreciate hearing about new product launches, significant customer wins, or if a product or solution is gaining traction. Providing analysts with a steady stream of news on relevant topics can help your company keep this important group of influencers in the know, and spark valuable conversations.

Arketi Group is a public relations and digital marketing firm that helps business-to-business technology organizations accelerate growth through intelligent strategy, messaging, public relations, digital marketing, branding, and lead generation and nurturing. Consistently recognized by *BtoB* magazine as one of nation's "Top BtoB Agencies," Arketi's core belief is that marketing generates revenue.

We'd love to talk with you about maximizing your marketing ROI. Contact Mike Neumeier at mneumeier@arketi.com or **404.929.0091 x210**.



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