



ASG WhitePaper Abstracts

Whitepapers are in-depth 5-15 page research papers that focus on strategic AR issues and provide detail regarding the AR frameworks and best practices developed through ASG's strategic analyst relations and operational effectiveness research.

Each paper defines the business-relevant impacts of a critical aspect of AR operations (e.g., identifying key analysts, developing an outcomes-focused analyst outreach plan, or integrating AR with the sales organization) and offers specific, pragmatic, and proven best practice processes for maximizing AR's value.

Our WhitePapers include:

Consumers Guide to Market Share Numbers

Market share numbers from industry analysts provide critical information regarding market directions and the relative strength or weakness of a vendor's competitive position within a market.

This White Paper explores how relying on the numbers alone (without understanding the market context and research methodology of the analyst firm and without following best practices for interpreting market share reports) can lead consumers of market research to draw inaccurate conclusions.

Revisiting the Analyst List

One of the essential capabilities of an effective AR program is the ability to determine which analysts carry the greatest impact within the company's markets. For any given AR objective, AR efforts must focus on those analysts with the greatest influence in order to maximize AR limited time and resources. Most current methodologies for developing the analyst list are subjective, mired in corporate politics, and fail to consider the operational reality of limited resources.

This White Paper takes a new approach to quantifying analyst impact, providing AR with a defensible analyst list that is scaled to available resources.

Gaining and Cultivating Executive Sponsorship

While most AR organizations believe they have some level of executive sponsorship, a majority of AR programs report serious concerns regarding one or more of the following: budget, resources, securing involvement of product experts, executive participation in key events, and coordinating participants for on-site days and/or the company's annual analyst summit.



Many of these concerns can be eliminated, or at a minimum successfully managed, provided the program receives active executive sponsorship (versus passive endorsement).

This White Paper looks at strategies for actively recruiting and managing executive sponsorship by integrating specific internally focused strategies and activities aimed at cultivating sponsorship into the AR program's annual plan. With this active sponsorship, AR programs will no longer expend precious resources fighting internal battles. Instead, AR will be effectively coordinating across the organization to maximize strategic, quantifiable, and tangible value.

Components of Effective AR Planning

To succeed at Analyst Relations (AR), organizations require an AR Program Plan that addresses 5 key components;

- Business relevant goals/objectives,
- Specific activities/initiatives,
- Impact and progress measurement,
- Training & development and,
- Links program outcomes to program resources

This whitepaper explores the key components and discusses the importance of a solid AR plan in order to accomplish the following: gaining executive sponsorship, prioritizing day to day demands and, effective AR execution.

AR planning need not lead to analysis paralysis with limited resources wasted on generating an overly detailed "perfect" plan that likely is out-dated by the time the plan is complete. Rather, effective planning begins with articulating appropriate outcomes followed by simple decisions regarding how AR's resources can best be deployed to achieve the stated quantifiable, business value.

The AR-PR Dilemma

ASG frequently receives the question, "Where should AR report?" Many organizations incorporate Analyst Relations (AR) as a part of their Public Relations (PR) program and install a director-level position responsible for both functions.

Typically, due to the greater visibility, larger budget, and executive familiarity with PR, this common director carries a PR background. Unfortunately, in most cases, delegating AR as an extension of PR significantly limits the potential value an organization can realize from a well-planned and well-executed AR strategy.

This White Paper explores five positions and offers best practices for justifying an AR-centric AR Program.