EMA™ Services for IT Vendors

Services to Help You Achieve Your Goals

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst and consulting firm that specializes in going "beyond the surface" to provide deep insight across the full spectrum of IT and data management technologies.

From start-ups to Fortune 500 companies, hundreds of IT vendors rely on EMA for the in-depth research and expert advice they need to build the right product, reach the right prospects, and establish credibility in the marketplace. By leveraging our work with enterprise IT professionals, we help our vendor clients craft offerings that meet real-world needs and differentiate their solution. Understand market needs, make sense of the latest trends, and navigate the competitive landscape when you work with our experienced analysts.

With our extensive range of services for IT vendors, we can help you shape your product roadmap, position your product, fine-tune your marketing message, and deliver it to the right target audience.

BUILD THE RIGHT PRODUCT
- Latest Trends
- Market Needs
- Competitive Landscape
- Product Positioning

REACH THE RIGHT PROSPECTS
- Go-to-Market Plan
- Target Audience
- Key Messages
- Lead Generation

ESTABLISH CREDIBILITY IN THE MARKET
- Thought Leadership
- Case Studies
- White Papers & Collateral
- Expert Speakers

EMA RESEARCH SUBSCRIPTIONS

EMA HOSTED WEBINARS | EMA HOSTED PODCASTS EMA COMMUNITY SPONSORSHIPS

EMA CUSTOM RESEARCH

EMA CUSTOM COLLATERAL

EMA SPONSORED RESEARCH | EMA STRATEGIC CONSULTING

EMA Offers a Broad Range of Services to Help IT Vendors Meet their Goals

LEARN MORE:

Enterprise Management Associates (EMA) provides the deep insight you need to build the right product, reach the right prospects, and establish market credibility.

To learn more about EMA service offerings for IT vendors, please contact the EMA Sales Team at +1.303.543.9500 or sales@emausa.com

EMA Coverage Areas

APPLICATION & BUSINESS SERVICES

- Application Performance & Availability Management
- Application Availability & Performance Management for Cloud & Hybrid Environments
- Application Lifecycle Management
- Emerging Technologies Impacting APM
- Service Governance and Business Impact
- IT Service Management
- Service and Operations Bridge
- Service Management and Cloud

IT GOVERNANCE

- Security & Regulatory Compliance
- COBIT/COSO
- Security Risk Management
- IT Financial Planning, Risk & Control
- Project & Portfolio Management
- IT Human Resource Management
- Vendor and Contract Management

SECURITY & RISK MANAGEMENT

- Security Management Systems
- Security-IT Management Convergence
- IT Risk & Compliance Management
- Technical Security Operations
- Identity & Access Management
- Application Security Management
- Information Risk Management

BI & DATA WAREHOUSING

- Database Technologies
- Data Quality
- Data Integration
- MDM/CDI
- Business Intelligence (BI) Management Solutions
- Reporting
- Business Analytics
- Corporate Performance Management
- SaaS BI
- Embedded BI
- Social BI
- Enterprise Content Management

NETWORK MANAGMENT

- Network Change & Configuration Management
- Network Virtualization
- NOC Automation
- Network Discovery
- Network Event & Performance Management
- Networked Application Management
- Integrated UC/VoIP/Video Management

STORAGE MANAGEMENT

- Cloud Storage
- Data Reduction/Deduplication
- Business Continuity
- Continuous Data Protection
- Grid- & Cluster-Based Storage
- Storage Virtualization
- Digital Archiving

SYSTEMS MANAGEMENT

- Data Center Automation
- Server & OS Virtualization
- Client (Desktop) Management
- Server Management
- Systems Change & Configuration Management
- Green IT
- Open Source
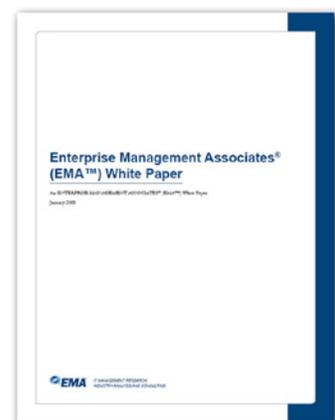- Desktop/Application Virtualization

EMA Vendor Offerings

Custom Collateral

Whether your goal is to educate the marketplace or your in-house sales team, EMA analysts can craft custom sales and marketing tools to help you be more competitive. While the market is crowded with contractors willing to write about vendor solutions, EMA backs our conclusions with independent research, user interviews, and verification. This third-party, expert opinion adds credibility to your sales and marketing messages.

EMA Custom Collateral Offerings:

- White papers
- Case studies
- Product briefs
- Guest blogging
- Social media promotion and interaction
- Infographics

Analyst Speakers

Whether the audience includes prospects, customers, or your own internal staff, including an EMA analyst in your event adds credibility and importance – to both the message and event. EMA analysts routinely speak and participate in Webinars, podcasts, and conferences around the world, providing industry leadership, technical expertise, and a unique hands-on perspective.

EMA also develops and delivers custom training programs on topics such as selling in a converging market or IT and data management market trends for vendor clients with diverse needs, budgets, and timeframes.

Add more credibility and expertise to your next speaking event with an EMA analyst:

- Webinars
- Industry events
- Sales and other internal meeting
- Podcasts

Social Media

Social media has become a critical way for companies to engage with customers, drive Web traffic, generate leads, and build credibility. With a crowded market space, however, how do you stand out in the crowd?

EMA analysts' technical expertise and influence in the market helps you get heard among the noise.

- Guest blogs
- Event coverage
- Promotion through social media channels, such as Twitter and Facebook

Hosted Webinars

EMA Hosted Webinars deliver the credibility of an analyst speaker coupled with the convenience of a turn-key package of services for marketing and managing the logistics for your event. Our Standard Hosted Webinar package offers everything you need to plan for, execute, and follow-up on a live 1-hour Web event on the IT and data management topic of your choice.

We also offer a Premium Hosted Webinar package that more extensively markets your event and includes a registrant guarantee of 150 or 250 leads.

Market Coverage

EMA covers a broad range of IT and data management topics for our end-user audience and delivers it to them in the following formats:

- Radar Reports – a great tool to evaluate vendors in a specific technology category and helps organizations quickly and efficiently determine a short list of vendors.
- Vendor-Focused Research Reports – in-depth reports sharing critical market data such as market growth, purchasing drivers, and feature priorities

- End-User Focused Research Reports – in-depth reports highlighting key findings and best-practice advice from our primary market research studies
- Vendor to Watch – highlight companies that provide unique customer value by solving problems that had previously gone unaddressed before.
- Advisory Notes – succinct, focused reports that provide actionable recommendations and straightforward guidance on key technologies
- Impact Briefs – the EMA take on the implications and repercussions of industry events like mergers, major product releases, etc.

Make sure your latest business and technical announcements get covered and promoted to the IT professionals looking for your solutions when you license EMA research. All EMA research is posted in the EMA Research Library on the Website and promoted via a monthly newsletter, social media promotions, and more.

Sponsored Research

Each year, EMA conducts primary research with thousands of IT professionals worldwide to gain in-depth insight into key IT and data management technologies and trends. These studies use online surveys, focal interviews, and real-world case studies to answer a variety of compelling questions about key IT and data management technologies. In conjunction with many of our studies, we offer shared sponsorship opportunities to help IT vendors gain market insight, build market awareness, and generate leads.

Research Sponsor benefits include:

- Custom cross-tabs of study data to answer specific questions about the market
- Unique survey URL and access to segmented survey results from your list
- Logo prominently featured in the user-focused research report
- Option to nominate clients to be interviewed for case studies
- Distribution rights for report summary customized with profile and case study
- Leads from Webinar sharing end-user focused highlights from the study

Custom Research

Team with EMA on a custom research project and get objective answers to your key market questions. Unlike the typical survey provider, EMA offers a unique combination of primary research expertise and in-depth knowledge of the IT and data management market. A seasoned EMA analyst will manage your project throughout the process and engage the expertise of our market researchers to design and execute an effective custom study.

Custom Research services include:

- Review of study objectives
- Design of survey instrument
- Online survey programming
- Recruitment of qualified respondents
- Interview questionnaire development
- Execution of in-depth telephone interviews
- Extensive data analysis
- Analyst interpretation of findings

ROI Services

To justify an investment in IT and data management technology, IT leaders must be able to clearly communicate how it will help them improve service levels, increase productivity, cut costs, or otherwise deliver measurable value to the business.

EMA offers a variety of services to help you build and communicate the business case for your IT and data management product, including:

- ROI case study (single and multi-customer studies)
- ROI calculator
- ROI sales training

Strategic Consulting

Effective product and brand positioning is crucial to success in the converging IT and data management marketplace. Understanding how your solution fits in the market landscape, how it maps to customer requirements, and what is unique about it are all key to guiding effective product development, marketing, and sales. Building on our proven research methodologies and hands-on industry experience, EMA analysts can work collaboratively with your team to analyze market potential, sharpen brand strategies, define marketing plans, and craft unique sales messages.

Our Strategic Consulting services for IT vendors include:

- Market Sizing & Opportunity Analysis
- Competitive Analysis
- Partnership Assessments
- Channel Strategy Development
- Positioning Strategies
- Go-to-Market Planning
- Product Roadmap Development
- Marketing & Sales Messaging
- Pricing Models & Comparisons
- ROI Case Studies

Research Subscription Packages

EMA offers a variety of research subscription packages to meet the needs of IT vendors large and small, including:

	analyst ADVANTAGE™	marketTRIO™	research PLUS™
DESCRIPTION	Our most comprehensive offering for IT vendors who require in-depth research plus extensive analyst guidance on product, competitive, and market strategies	A discounted package of three of our most popular services for IT vendors, including research, advice, and tools to help build credibility for your marketing message	A popular choice for start-ups and other IT vendors who need in-depth research coupled with limited, focused analyst advice
NAMED USERS	5	3	3
EMA ADVISORY NOTES	X	X	X
EMA IMPACT BRIEFS	X	X	X
END-USER FOCUSED RESEARCH REPORTS	X	X	X

EMA™ Services for IT Vendors

	analyst ADVANTAGE™	marketTRIO™	research PLUS™
VENDOR-FOCUSED RESEARCH REPORTS	X	X	X
DIRECT ACCESS TO EMA ANALYSTS	Unlimited Consultation Frequent Updates on Industry Trends, Products, and Events Unlimited Briefings	Up to 10 Hours of Consultation Periodic Updates on Industry Trends, Products, and Events Up to 3 Briefings per Year	Up to 10 Hours of Consultation Periodic Updates on Industry Trends, Products, and Events Up to 3 Briefings per Year
DISCOUNT ON OTHER EMA SERVICES	X		
CUSTOM 2-PAGE POSITIONING PAPER		X (Includes electronic distribution rights for 12 months)	
ANALYST SPEAKER ON VENDOR-HOSTED WEBINAR		X	

Why Become an EMA Subscriber?

- **Affordable** –Your team gets access to our comprehensive IT and Data Management Research Library plus tailored advice from our seasoned analysts for a fraction of the cost of a single seat with Gartner or Forrester.

- **Flexible** – EMA will work with you to understand your objectives and tailor a package of services to help you achieve them.

- **In-Depth Insight** – EMA provides deep insight into IT and data management technologies that you need to build the right product, reach the right prospects, and establish credibility in the market place.

- **Convenient Access** – Unlike larger firms where you may be shuffled off to inexperienced junior-level staff, EMA offers clients convenient and direct access to our team of senior-level analysts.

Learn More

To learn more about how EMA can help you build the right product, reach the right prospects, and establish market credibility, contact EMA at sales@emausa.com or +1.303.543.9500.

About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that provides deep insight across the full spectrum of IT and data management technologies. EMA analysts leverage a unique combination of practical experience, insight into industry best practices, and in-depth knowledge of current and planned vendor solutions to help its clients achieve their goals. Learn more about EMA research, analysis, and consulting services for enterprise line of business users, IT professionals and IT vendors at www.enterprisemanagement.com or blogs.enterprisemanagement.com. You can also follow EMA on Twitter or Facebook.