

# EMA™ Enterprise Access



## Empower Your Team with Unlimited Access to IT and Data Management Research and Advice

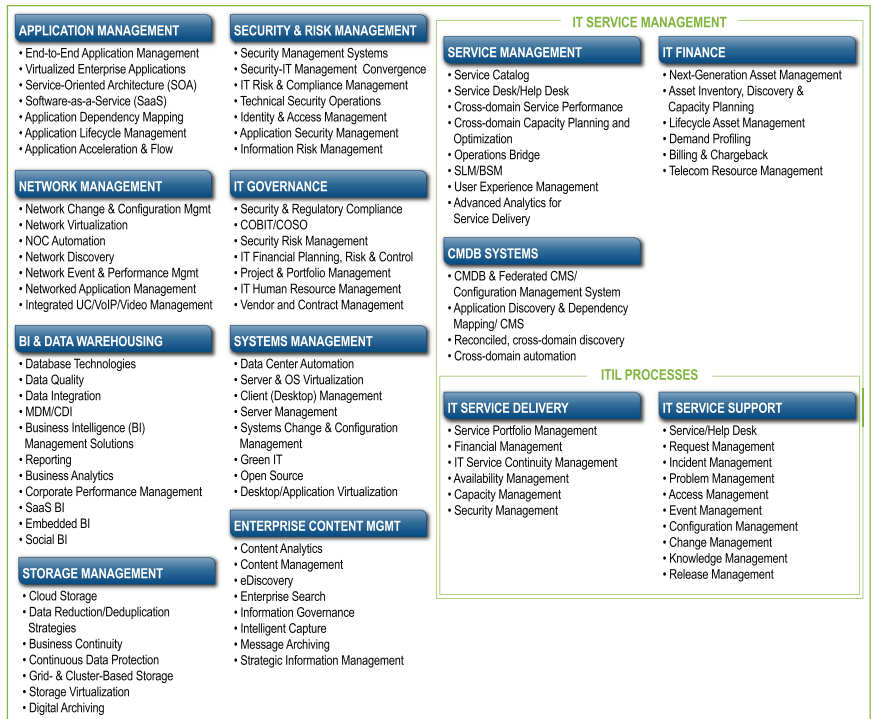
Today's IT leaders are under pressure to improve IT service quality and align IT with the business – all while containing or even reducing costs. Enterprise Management Associates' experts understand the challenges you face and bring a unique perspective to solving them. And now, EMA Enterprise Access makes it easy and affordable for you to arm your team with the in-depth IT and data management research and practical advice they need to make better decisions and succeed with key projects.

### LEARN MORE:

EMA delivers in-depth research and actionable advice to help you make better decisions, succeed with key projects, and align IT with business objectives.

To learn more about empowering your organization with EMA Enterprise Access, please contact us at

+1.303.543.9500 or  
[enterpriseIT@enterprisemanagement.com](mailto:enterpriseIT@enterprisemanagement.com)



EMA Enterprise Access Delivers Unlimited Access to Research and Advice Across the IT and Data Management Spectrum

### Why EMA™ Enterprise Access?

- **In-Depth** – While many other available sources of IT research simply skim the surface, EMA delivers deep insight and pragmatic advice on key IT and data management technologies and best practices.
- **Unlimited** – Empower your entire organization with unlimited access to EMA research and advice. Every document. Every topic. No limit on advisory hours.
- **Hassle-Free** – EMA Enterprise Access is easy to administer. No counting seats or tracking hours. And users can set up and manage their own log-in credentials through our convenient online portal.
- **Affordable** – EMA Enterprise Access gives your entire organization unlimited access to IT and data management research and advice for about the same cost as a single seat with Gartner or Forrester.

# EMA™ Enterprise Access

## Comprehensive Library Access

What are the biggest challenges involved in implementing a new technology? How are successful project teams overcoming obstacles? What best practices would others who have “been there and done that” recommend? Enterprise Management Associates conducts detailed market surveys, interviews practitioners, and consults with enterprise IT organizations on strategic projects to answer these questions and more. Then, our experts share their findings in our extensive IT and Data Management Research Library.

EMA Enterprise Access delivers enterprise-wide access to the entire EMA IT and Data Management Research Library. Everyone in your organization – regardless of role – can get their hands on every single in-depth document on technologies and best practices across the IT and data management spectrum. You won't be blindsided by restricted access or additional fees because a key report falls outside of your subscription area!

### Hundreds of Informative Resources at Your Fingertips:

- End-User Focused Research Reports
- Vendor Focused Research Reports
- Advisory Notes
- Impact Briefs
- Vendor Profiles
- Case Studies
- White Papers
- On-Demand WebinarsPodcasts
- And more ...

### Ways to Use EMA Advisory Services:

- Clarify points in an EMA research report
- Obtain an opinion on a specific vendor solution
- Tie specific research study findings to your business
- Get high-level advice on a new IT and data management initiative
- Acquire targeted feedback on a business case for a key project
- Hear about best practices in a specific technology area
- Review the market landscape for a given technology
- Understand new technologies and emerging trends
- Explore a real-world case study
- Get introduced to peers facing similar challenges
- Host a high-level technology overview Webcast to educate key stakeholders
- Prepare to communicate the value proposition for a technology to management
- Quickly get your staff up-to-speed on a new technology
- And more ...

# EMA™ Enterprise Access

## Unlimited Tailored Advice

Our team of seasoned analysts and consultants understands the real-world issues you face and how others in your industry have successfully dealt with them. With EMA Enterprise Access, world-class IT and data management expertise tailored for your unique situation is only a phone call away. Get unlimited direct access to our senior-level team so you can tap into their expertise whenever you need it. Rely on their advice to help keep you on track throughout the lifecycle of your key projects. Count on them to help you translate our research findings into the context of your business and interpret which trends, technologies, and best practices make sense for your organization.

## Hassle-Free Administration

EMA Enterprise Access is hassle-free and easy to administer. Because this offering gives you enterprise-wide, unlimited access, there's no need to mess with counting seats or keeping track of advisory hours. Plus, users can set-up and manage their own log-in credentials through our convenient and easy-to-use Web site.

## An Affordable Alternative

EMA Enterprise Access is a cost-effective complement to your existing research provider and an invaluable 2nd (or 3rd) opinion on important IT and data management decisions. With EMA Enterprise Access, your entire organization can tap into the wealth of information in the EMA IT and Data Management Research Library and leverage unlimited, tailored advice from EMA experts – and, in most cases, the cost is equivalent to (or less than) a *single seat* from Gartner or Forrester.

## Learn More

To learn more about empowering your organization with EMA Enterprise Access, contact the EMA Enterprise Sales Team at +1.303.543.9500 or [enterpriseIT@enterprisemanagement.com](mailto:enterpriseIT@enterprisemanagement.com)

## About EMA

Founded in 1996, Enterprise Management Associates (EMA) is a leading industry analyst firm that specializes in going “beyond the surface” to provide 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](http://www.enterprisemanagement.com) or follow EMA on Twitter at [http://twitter.com/ema\\_research](http://twitter.com/ema_research).