

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.

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 itvendors@enterprisemanagement.com



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

EMA™ Services for IT Vendors

EMA Research Subscriptions

What (and who) is driving purchasing decisions? What features are missing from current offerings? What challenges are keeping IT leaders awake at night? EMA conducts detailed market surveys, interviews practitioners, and consults with enterprise IT organizations on strategic projects to answer these questions and more. Combine this primary research with the hands-on experience of our analysts and you will see why EMA is different than other firms: our research and advice is grounded in the real-world (not in theory) and goes far “beyond the surface” for key IT and data management technologies.



EMA Covers Technologies across the IT and Data Management Spectrum

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.

EMA™ Services for IT Vendors

EMA subscribers have access to a vast array of expertly written research at their fingertips through our online IT and Data Management Research Library including:

- **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
- **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.

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
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 AT VENDOR-HOSTED WEBINAR		X	

EMA™ Services for IT Vendors

Welcome, Lee Korak | [Contact EMA](#) | [Cart](#) | [My Account](#) | [Log Out](#)

EMA™ IT & DATA MANAGEMENT RESEARCH, INDUSTRY ANALYSIS & CONSULTING

Business & IT Professionals | IT Vendors | Coverage Areas | Research | Free Resources | Solutions Center | News | About EMA

Search Library: [SEARCH](#)

[ADVANCED SEARCH](#)

[YOUTUBE](#)

[RSS FEED](#)

Our Services

EMA Advisory Notes Service
An Affordable Way to Stay on Top of Key Trends & Industry Events
[Subscribe now](#)

EMA Premium Research Service
In-Depth Insight Into IT Management Benefits, Challenges & Best Practices in the Enterprise
[Subscribe now](#)

IT Professionals
EMA can help you:
[Support your decisions](#)
[Succeed with key projects](#)
[Align IT with the business](#)

EMA™ IT and Data Management Research Library

The EMA IT and Data Management Research Library delivers convenient, online access to a wealth of free and paid subscriber content on a broad range of established and emerging IT and data management technologies.

Latest End-User Research Reports

Research highlights and best-practices advice for enterprise IT professionals:

- Next-Generation Asset Management (NGAM): A Service-Centric Model for IT Financial Optimization - 02/12/2010
- End-to-End Application Management Issues and Trends, 2010 - 01/16/2010
- The Responsible Cloud - 01/13/2010
- Workload Automation Q1 2010 – An EMA Radar Report™ Summary - 12/21/2009
- Workload Automation Q1 2010 – An EMA Radar Report™ - 12/21/2009

[View all End-User Research Reports](#)

Latest Advisory Notes

Succinct, practical guidance on key technologies for enterprise IT leaders:

- Hardware-Enabled Virtualization: Breaking Through Endpoint Security's Traditional Barriers - 04/12/2010
- How To Use The EMA Radar Report™ - 04/01/2010
- Cloud Computing 101: Defining Cloud Computing - 02/25/2010
- End-to-End Application Management 2010: An Evolving Story (sponsored by ASG and CA) - 12/11/2009
- What is Behind the Endpoint Virtualization Buzz? - 09/24/2009

[View all Advisory Notes](#)

Latest Vendor Research Reports

In depth study data and insight for IT Vendors:

- Business Service Management: Strategies for Vendors in 2009 - 05/01/2009
- CMDB System Deployments in 2009: From Philosophy to Federation - 04/10/2009
- Best Practices in Virtual Systems Management (VSM): Market Opportunities for Virtualization & Management Vendors - 01/20/2009
- Purchasing Decisions for 2009: Data Deduplication - 12/17/2008
- The Advent of QoF: Business and IT Priorities - 12/10/2008

[View all Vendor Research Reports](#)

Latest EMA Briefs

The EMA take on the latest industry news, events, vendors, and products:

- OpTier Announces Experience Manager Plus BTM Starter Edition™ - 05/03/2010
- Lyzasoft Continues Innovation in Collaborative Business Intelligence Market - 04/22/2010
- Observer Infrastructure: Adding the Device Performance Perspective - 04/22/2010
- Novell Introduces a Virtual Appliance edition of its Z-Works Configuration Management Suite - 04/22/2010
- Informatica™ Buys 29West and Adds Real-Time Data Delivery Technology - 04/22/2010

Sponsored Research

Each year, EMA conducts primary research with thousands of enterprise 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
- And more ...

EMA™ Services for IT Professionals

Custom Research

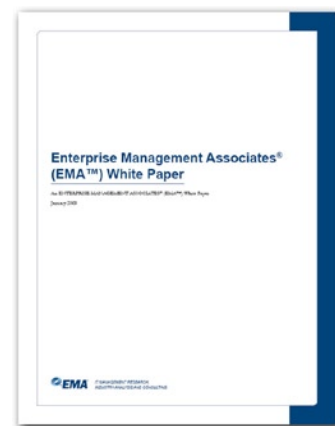
Team with EMA on a custom research project and get objective answers to your key market questions. Unlike the typical survey provider, EMA offers a unique combination of primary research expertise and in-depth knowledge of the IT and data management market. A seasoned EMA analyst will manage your project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

Custom Collateral

Work with the experts at EMA to create White Papers, Case Studies, Product Profiles, and more. 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.



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 – all at an affordable price-point. 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 adds in a variety of other services to more extensively market your event and incent registrants to attend along with the security of a registrant guarantee.

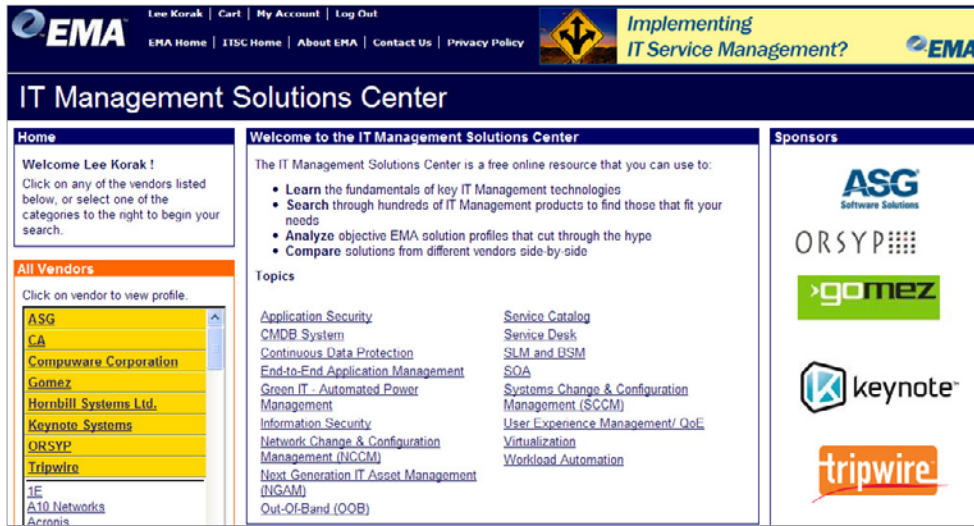
Hosted Podcasts

Raise awareness, build credibility, and generate leads without all the hassle (and without breaking your budget). EMA Hosted Podcasts combine the credibility of an analyst speaker, the opportunity for you to communicate your key message, and the convenience of a turn-key package of services for marketing and managing the logistics for your event.

EMA™ Services for IT Professionals

Solutions Center Sponsorships

Designed to help IT leaders rapidly narrow down a short list of vendors for their key IT initiatives, the EMA Solutions Center provides in-depth analyst profiles of 100s of top IT and data management products and allows users to compare solutions side-by-side to find the ones that meet their needs.



Raise the Visibility of Your Solution and Generate Leads in the EMA Solutions Center

Gain premium exposure for your IT and data management product and get your hands on high-quality leads by becoming a sponsor of the EMA Solutions Center! Sponsor benefits include:

- Prominent placement of your product in the sponsored topic area
- Monthly delivery of Solutions Center leads
- Online distribution rights for your custom EMA Solution Profile
- Banner ad(s) on the Solutions Center site
- Product screenshot(s) in your EMA Solution Profile
- And more...

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, Enterprise Management Associates' analysts can work collaboratively with your team to analyze market potential, sharpen brand strategies, define marketing plans, and craft unique sales messages.

EMA™ Services for IT Vendors

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
- And more...

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.

Learn More

To learn more about how EMA can help you build the right product, reach the right prospects, and establish market credibility, contact your EMA Business Development Manager:

Vendors (A-K)

Kevin Hecht

khecht@enterprisemanagement.com

+1.303.543.9500 x124

Vendors L-Z

Holli Arnett

harnett@enterprisemanagement.com

+1 303.543.9500 x129

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 or follow EMA on Twitter at http://twitter.com/ema_research.