



# Dealing with Analysts (According to One Analyst)

# What analysts do

- Financial analysts, industry analysts, consultants, bloggers, hustlers
- Procurement Help & CYA
- Commentary & Influence
- Advice - research & talking
- Social Objects - papers, A/V, blogs, events, models
- More: <http://sagecircle.wordpress.com/>



“IT analysts  
produce crap”  
(ITSkpetic.com)

# Your Goals

1. Make us think The Company is rad
2. Get help making The Company rad
3. Then make us talk about that radness
4. Access to our influence channel
5. Access network of contacts & partners
6. Manage/gate-keep client relationship
7. Tell us about rad things
8. Be MeFirst™ and replace “The Company” with “me.”



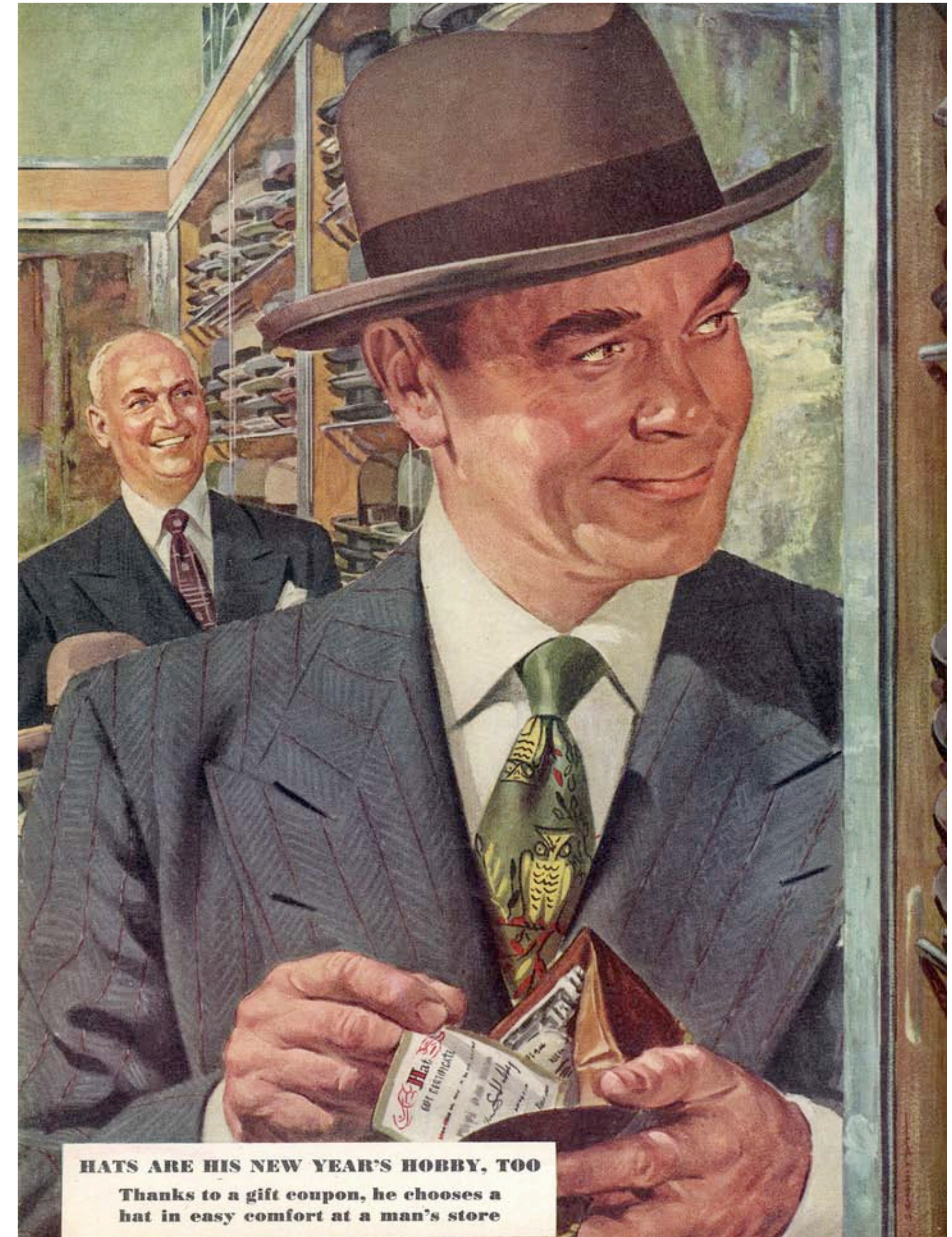
\* You're this guy.

# We're Not Press

- Timely publishing not such a big deal...mostly
- Though: we're often quoted by press as "expert"
- We keep secrets, embargoes, NDAs, etc.
- Quality of influence over quantity
- Tip: tell us you're "AR," not "PR" or even "PR/AR"

# Figure out how we make money

- Be aware of when engagements should be commercial vs. free
- Cost out becoming a client and value that gets The Company
- Tip: use our revenue models to motivate us



# Identify Cynics and Optimists

*Hang  
in  
There!*

- The older an analyst, the more cynical
- Duh: there're exceptions
- Tip: Change tone accordingly - chipper vs. pragmatic



# Engagements

- Online - Email, IM, Twitter, blog comments, links
- Briefings - 60 minute phone/Webex presentation
- Conferences - 1:many, 1:1, piggy-back, dedicated
- Opportunistic face-to-face
- Drinking & Eating

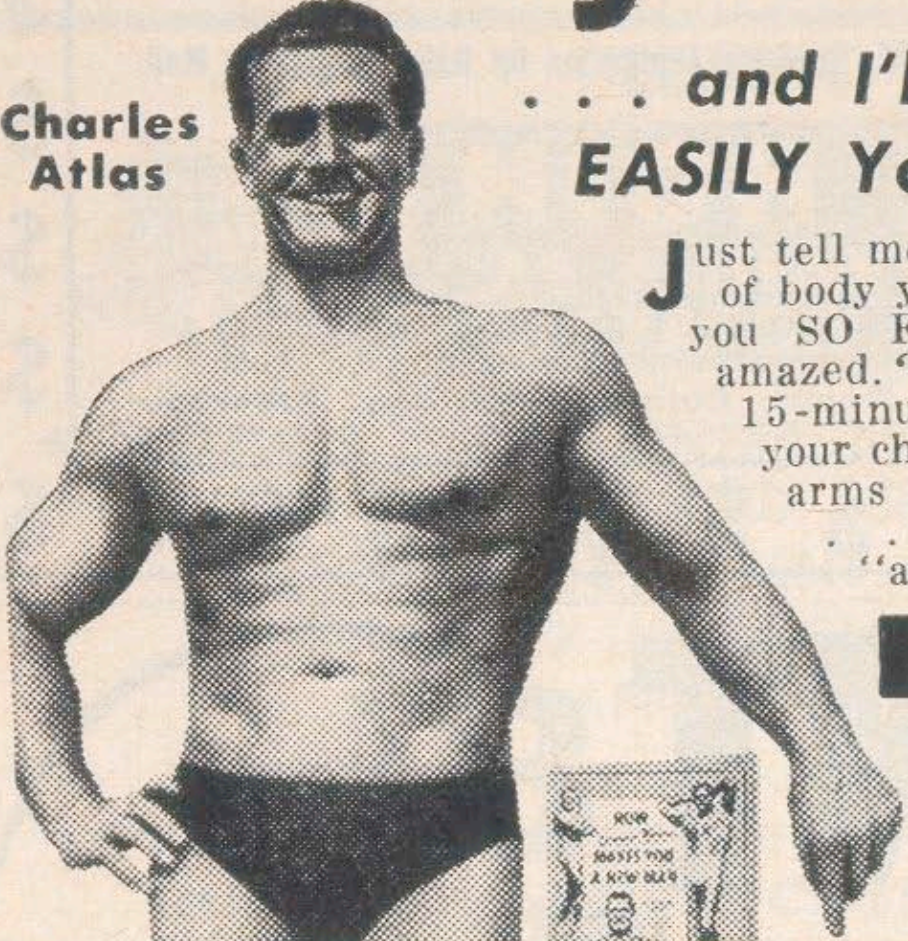


# Mom and Apple-pie

- No one believes mom and apple-pie slides
- Nothing is New: focus on why it won't fail this time
- Too New to Know: focus on why it will make money

**Check the Kind of Body You Want**

Charles Atlas . . . and I'll Show You How **EASILY** You Can Have It!



Just tell me, in coupon below, the kind of body you want—and I'll give it to you **SO FAST** your friends will be amazed. "Dynamic Tension," my easy, 15-minute-a-day method, will make your chest and shoulders bulge . . . arms and legs surge with power . . . your whole body feel "alive!"

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Send me absolutely **FREE** a copy of your famous book showing how "Dynamic Tension" can make me a new man—32 pages, crammed with photographs, answers to vital questions, and valuable advice. No obligation.

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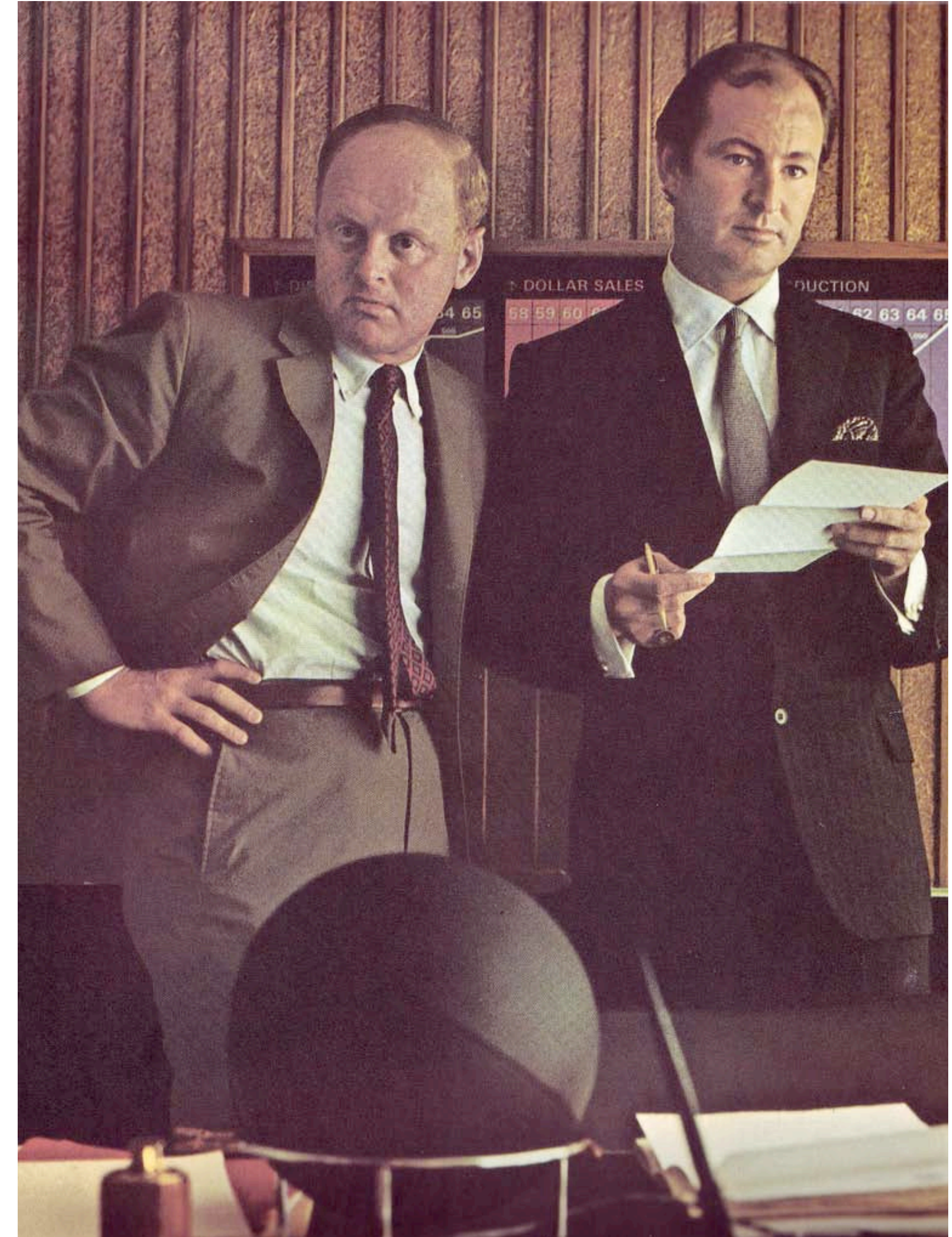
ADDRESS . . . . .

CITY . . . . . ZONE . . . . . STATE . . . . .

In England send to: Charles Atlas, Chitty St., London, W. 1

# Success & Customers

- We love predicting that successful things will be successful
- Customers speak volumes above vendors



# Fighting is a Waste of Time

- If you're overt enough to argue, you're doing poorly
- Focus on getting facts right, not effects or opinions



# Social Objects/Work Items

- Papers - branded vs. ghostwriting
- Private research
- Webinars/Speaking - context setting
- New Media - screencasts, videos, podcasts
- Hook-ups

# Consulting

- What's going on out there?
- How do we make money with this technology?
- Are we drinking our own Kool-aid? How is it?
- Who else should we be working with?
- Are our methods good? (E.g., going open source)
- How do we say this?
- Portfolio management
- Strategy - new ventures, waking up dead ones

# Who is RedMonk?

Michael Coté

Austin, Texas



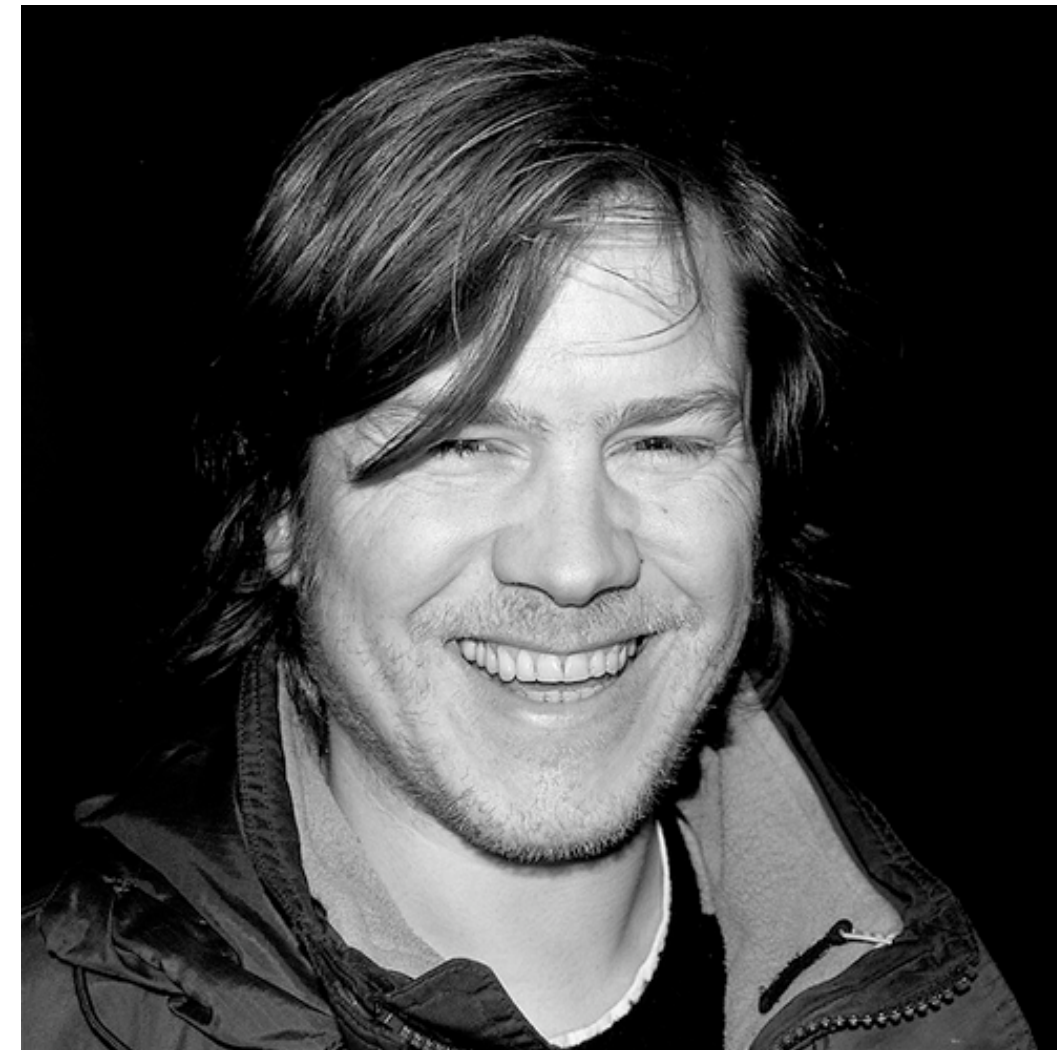
Stephen O'Grady

Denver & Maine



James Governor

London, UK



Tom Raftery

Seville, Spain



# Clients

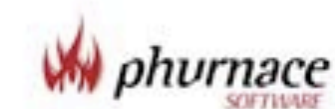
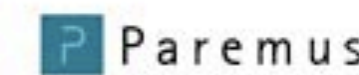
## Patrons



## Sponsors



## Supporters



\* See [redmonk.com/clients/](http://redmonk.com/clients/) for up-to-date list

# What We Do

- Enterprise software, development, marketing, emerging technologies, IT, the web, etc.
- All research & whatnot free
- Consulting - from bullets to brain-storming
- Networking - “do you know these dudes?”
- Off-board marketing/strategy
- A/V Lab - Podcasts, Screencasts, Videos
- Etc.: Ghostwriting, press referrals, press release quotes, speaking, unconferences



**“There are analysts firms and then there is RedMonk.”  
-Tim O’Reilly**

# Thank you!

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# Credits & Co.

- Chokey: <http://www.itskeptic.com>
- You're this guy: <http://en.wikipedia.org/wiki/Image:Henrygalecaptured.jpg>
- Vintage scans: <http://www.flickr.com/photos/bcostin/sets/471853/>
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