

Understanding the Influencers 2006

An Analysis of Analyst Relations Effectiveness in Asia/Pacific

Volume 7: Networking & Communications Vendors

These databooks analyse the responses of analysts who focus partly or wholly on the networking & communications market, which is broadly characterised by vendors focused around network equipment and services for the both the telecommunications provider and enterprise networking markets. They contain quantitative and qualitative analysis of analyst communication and information preferences; specific assessment of vendor analyst relations program performance; insight into the experience levels of communications analysts; and perspectives on analyst recommendations of vendors to customers.

The databooks include ratings and rankings of analyst perceptions of vendor analyst relations program effectiveness, based on several attributes including resourcing, candour, understanding, proactivity, responsiveness and access to executives.

Figure 8b: Understanding of Networking & Comms Vendors – by Sub-Region, 2006

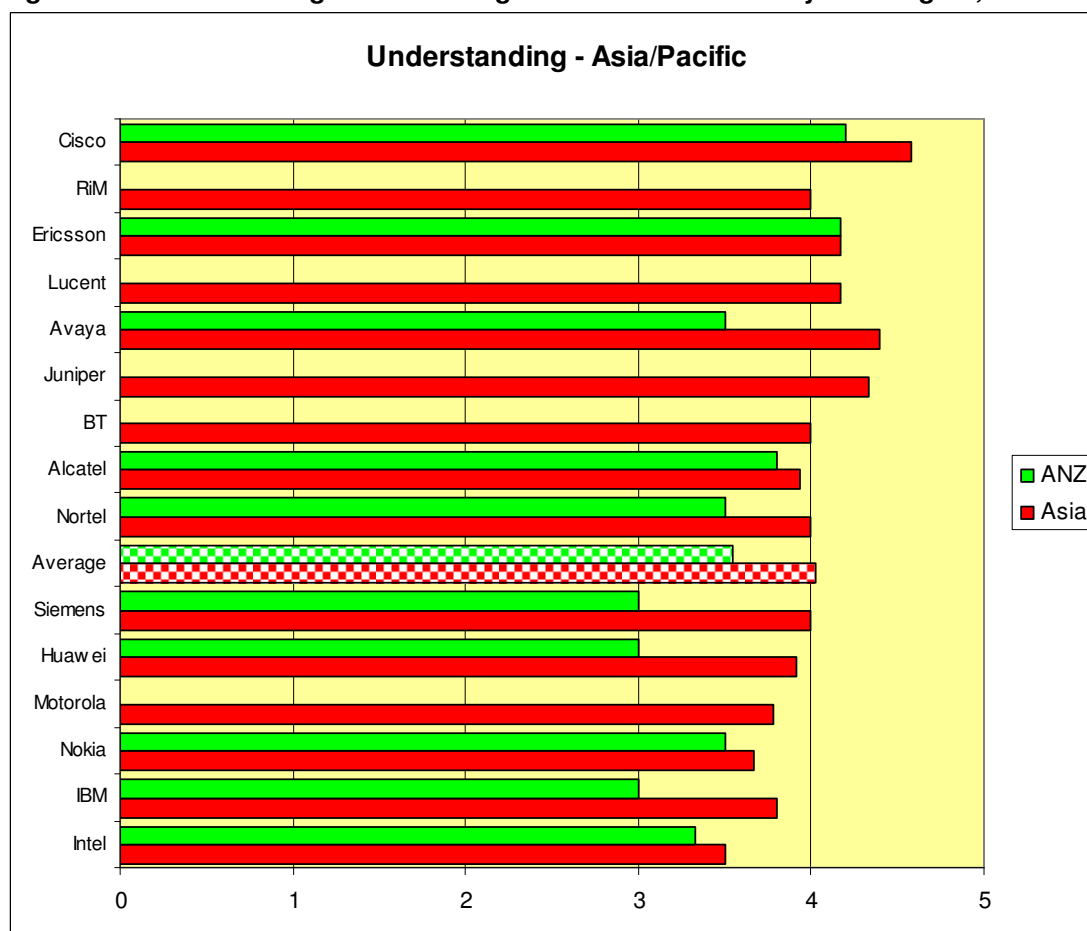


Table of Contents – Networking & Communications

1. Executive Summary	2
2. Survey Scope & Respondent Demographics	3
2.1 Vendor Focus	3
2.2 Response Sample	3
2.3 Analyst Experience	4
3. Communication & Information Preferences	5
3.1 Preferred Communication Processes	5
3.2 Most Useful Information Types	6
4. Analyst Relations Effectiveness	8
4.1 Analyst Relations Program Effectiveness	8
4.2 AR Program Resourcing	10
4.3 Candour	12
4.4 Understanding of Research Coverage Areas	14
4.5 Proactivity.....	16
4.6 Responsiveness to Information Requests	18
4.7 Access to Executives and Experts	20
4.8 Likelihood of Shortlist Recommendation	22