

# Bloor Vendor Subscriptions

Our **MarketSupport** subscriptions have been designed to assist IT vendors in taking advantage of Bloor's knowledge, influence and lead generation services in the easiest and most cost effective way. You can take advantage of this opportunity to access information and domain knowledge about competitors, the customer business opportunities, the risks and the needs that your technology can address. You will have the ability to use our publications as collateral in your marketing activities, including external reprint rights, and to gain access to the analyst to help you more effectively leverage our knowledge and reach.

Our subscriptions service provides you with access to our entire library of over 500 documents with around 200 additional papers that are due for publication during the next 12 months. These include:

- **Spotlights:** short papers that link technologies with business needs.
- **Technology Guides:** which review an entire technology area, its business drivers, the state of technology and the vendors.
- **Market Updates:** on specific technology domains, including their vendors.
- **Product Evaluations:** detailed reviews of individual products placed in the context of one of the above.
- **White Papers:** positioning papers which articulate the value of particular approaches to using IT.
- **Surveys:** the results and analysis of surveys of targeted vendors or end users.

We currently have reports scheduled in the following areas:

- Customer Applications: MRM, CRM, ERP, SaaS.
- Productivity: collaboration, mail, content & document management.
- Development & BPM: IDEs, Modelling, 4GLs.
- Data management: databases, data warehousing, spreadsheets.
- Business Intelligence: search, CPM, marketing analytics.
- Business Integration: EAI, SOA.
- Governance and Compliance: sustainable computing, ITIL, accessibility.
- Security: ID management, threat protection, authentication.
- Service, Systems and Storage Management.
- Emerging Technologies: RFID, mobile, smart chips.
- Services: consulting, outsourcing, managed services.

We can offer a variety of subscription services to best fit your current priorities and budget, which include:

**Analyst Pack:** allows a vendor to take advantage of our entire research library, and includes: reprint rights to *all* our publications, a bespoke Product Evaluation of at least 2500 words and Analyst Time to assist you, including helping you better understand and utilise the Bloor library.

**Starter Pack:** provides bite-sized access to all our research and lead generation services, and includes: reprint rights for one Bloor report, one sponsored article (with reprint rights) to appear on IT-Director, an entry in *Conspectus* magazine, a company report placed in the appropriate section of the Evaluation Centre together with lead generation.

**Marketing Pack:** combines the full benefits of both the Analyst Pack and Starter Pack, giving you higher value for your budget and increasing your potential visibility and hit rate through the Evaluation Centre.

**À la Carte:** provides access to all the Bloor products with maximum flexibility at the best possible price. Rather than being tied to a specific product or product sets you can allocate your available budget without needing to specify what you will use it for, or even with whom you will spend it—since Bloor has joined forces with other leading independent analyst firms, creating a combination of services to allow you to gain more value from your research and analysis budget. By this means we can match the breadth of services normally only offered by one of the large analyst firms—with far greater flexibility and at a considerably lower overall cost—while also retaining the specialisation and domain excellence of our individual analyst partners.



It is our aim to continue developing long term, mutually valuable relationships with our customers. Our size and business model give us the flexibility to adapt to meet your needs. So, if you haven't seen a service or solution described here that meets your needs, talk to us; we can probably deliver the support you need, where necessary in conjunction with one of our partners.