How *Analysts* Perceive Analyst Relations

2023

Survey Methodology

195 Analysts

Completed

To maximize analyst candor, the survey was 100% anonymous

15 Firms

Analyst Firms

Responses from at least 15 firms, including Gartner, IDC, & Forrester

Q1-Q2 2023

Timeline

Open exclusively for analysts, from April to August 2023

Analyst Survey Top Takeaways

01 Stakeholders Lack Deep Understanding of Analysts

02 Stakeholders Hyper-Prioritize Influence Over True Learning

03 AR Pros Have a Higher Calling for Strategic Business Value

01 - Stakeholders Lack Deep Understanding of Analysts

How well do AR stakeholders understand your role and work as an industry analyst?

35%

35% of analysts say AR stakeholders understand analyst roles **"very well"**

Overall, has the quality and relevance of vendor interactions (for you) improved in recent years?



02 - Stakeholders Hyper-Prioritize Influence Over True Learning

The Give & the Take is Out of Balance

71% of analysts experience vendors as **"eager to influence"**

29% of analysts experience vendors as **"transparent about failures and lessons learned"**

Based on interactions with AR pros, what do you feel they prioritize most via AR?

Analysts are Eager to Help You Move Your Dot

90% of analysts feel vendors focus most on **"inclusion and placement in evaluative research"**

29% of analysts feel vendors focus most on **"wisdom to inform business strategies"**

03 - AR Pros Have a Higher Calling for Strategic Business Value

Analyst Content is the Tip of the Iceberg

A classic adage in AR: Only **20%** of what analysts know manifests in their reports.

The remaining **80%** lives within their brains and is only accessible via conversation.

Confirmed: Wisdom to Unlock

Analysts say ...
68% of analysts think that **80% or more** of what they know lives within their brains and is only accessible via conversation.

In contrast to what they do now, how much should vendors leverage their inquiry access?

88%

88% of analysts welcome vendors to leverage inquiry access **"very often"** or **"often"**

What could stakeholders do more of that would increase the value of AR to vendors' business strategy?

Analysts Welcome More Powerful Inquiry

80% of analysts recommend vendors leverage analysts as strategic sounding boards

72% of analysts recommend more interactions with vendors' key leaders

Save the Date

AR Summit Sept. 30 - Oct. 2

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