

How *Analysts* Perceive Analyst Relations

Analyst Survey 2024

Survey Methodology

We gathered insights from 150 analysts across leading research firms such as Gartner, 451, Everest, Nucleus, GigaOm, Omdia, HFS, IDC, Forrester, and more. This year, we expanded our approach with nine in-depth interviews featuring current and former analysts.

Top Takeaways

01

Analysts seek to befriend vendors, but face a variety of obstacles

02

Analysts value quantity and authenticity in the sentiment of your end-users

03

Analysts see significant disruption ahead, sparked by genAI

Analysts seek to befriend vendors, but face a variety of obstacles

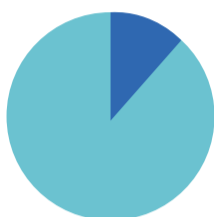
Only **15%** of analysts feel that vendors are often or very often **transparent** about lessons learned

VS

78% of analysts feel that vendors are often or very often **eager to influence** analysts

How often should vendors leverage inquiry?

86% of analysts welcome vendors to leverage inquiry access "more often"



■ The same **14%**
■ More often **86%**
□ Less often **0%**

82% of analysts say AR pros could elevate the strategic value of AR by leveraging analysts as strategic sounding boards

Analysts value quantity and authenticity in the sentiment of your end-users

81% Agree that their research influences end-users



95% Agree that end-user clients influence analyst research

Customer Insights Matter

"I don't think you can be an analyst without knowing what vendors' customers think. It's crucially important. A vendor could have absolutely mind-blowing tech, but if they have poor delivery, what's the point?"

"Sometimes, vendor references are astonishingly disconnected from the vendors' claims. The internal analyst chatter ... 'Wow, this vendor gave me these references. They just trashed the vendor.' It leaves analysts thinking 'Something is not right here.'"

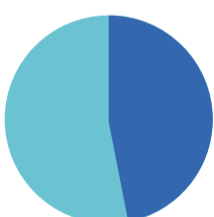
Formal References Aren't Enough

Analysts see significant disruption ahead, sparked by genAI

"How long before analyst firms are replaceable by AI tools? Twenty years? The end of this decade? We can make a good ride of it, if we make the right choices and execute well. But will the analyst business be fundamentally transformed by 2030? **Yes.**"

70% of respondents leverage genAI to extract information from their notes, while **65%** use genAI to accelerate their writing process.

49% of respondents are not using genAI, and **51%** of analysts are using genAI



■ Not using genAI **49%**
■ Using genAI **51%**

UNLOCK VALUE

GenAI could finally make accessible the vast and unique wisdom analysts have but can't publish in their reports.



ANALYSTS SAY

71% of analysts think that **80% or more** of what they know lives within their brains and is only accessible via conversation.

What It Means for You

Relationships are more effective than influence

Customer sentiment is critical to share

genAI will diversify your analyst engagement

SAVE THE DATE

AR SUMMIT

2025

SEPT. 29 – OCT. 1

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