

KCG 2013 SOFTWARE SAPA MAP Report - AGGREGATE

Analysts	Program Effectiveness Metrics							Shortlisting			
	Interactions per Quarter	Access to Executives	Quality and Availability of References	Efficacy of Comms	Responsiveness	Overall Effectiveness	Proactivity (1=PROACTIVE - 2=REACTIVE)	Total number of analysts indicating they shortlisted THIS vendor in the last 3 months across ALL segments	% of analysts that shortlist that have shortlisted THIS vendor in last 3 months across ALL segments	AVERAGE % of analysts responding that are Likely or Very Likely to shortlist THIS vendor NOW	AVERAGE net Year on year Increase or (decrease) in percentage of analysts that would shortlist vendor

2013 SOFTWARE SAPA AVERAGE												
Analysts Participating 74												
Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
CA	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
HP	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
IBM	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
Informatica	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
Microstrategy	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
Oracle	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
QlikTech	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
SAP (Business Objects)	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
SAS	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
Teradata	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%

ANALYSTS PARTICIPATING

Analyst	Firm
1 Mollie Lombardi	Aberdeen
2 John Able	Able consulting
3 Ralph Rio	ARC Advisory Group
4 Katherine Jones	Bersin by Deloitte
5 Wayne Eckerson	BJ Leadership Research
6 Cindi Howson	Bi scorecard
7 Philip Howard	Bloor Research
8 Jane Clabby	Clabby Analytics
9 R 'Ray' Wang	Constellation Research, Inc.
10 Shawn Rogers	Enterprise Management Associates
11 Katrina Menzigan	Everest Group
12 Rajesh Ranjan	Everest Group
13 Brian Hopkins	Forrester
14 Phil Murphy	Forrester
15 Tim Harmon	Forrester
16 Eveline Oehrlich	Forrester
17 Boris Evelson	Forrester
18 Connie Moore	Forrester
19 Holger Kisker	Forrester
20 Mike Gilpin	Forrester
21 Mike Gualtieri	Forrester
22 Jean-Pierre Garbani	Forrester
23 Bhavish Sood	Gartner
24 Bill Gassman	Gartner
25 Bill Hostmann	Gartner
26 Bill O'Kane	Gartner
27 Christopher Lervolino	Gartner
28 Dan Sommer	Gartner
29 Daniel Yuen	Gartner
30 Dave Russell	Gartner
31 Debra Logan	Gartner
32 Gareth Herschel	Gartner
33 Gene Ruth	Gartner
34 Jeffrey Brooks	Gartner
35 John Van Decker	Gartner
36 Joseph Feiman	Gartner
37 Kristian Steenstrup	Gartner
38 Kurt Schlegel	Gartner
39 Lisa Kart	Gartner
40 Martina Kurth	Gartner
41 Milind Govekar	Gartner
42 Morgan Yeates	Gartner
43 Neil Chandler	Gartner
44 Phil Redman	Gartner
45 Regina Casonato	Gartner
46 Rita Sallam	Gartner
47 Rob Schafer	Gartner
48 Sheila Childs	Gartner
49 Terrence Cosgrove	Gartner
50 Thomas Otter	Gartner
51 Pushan Rinnen	Gartner
52 W. Roy Schulte	Gartner

Vendors receiving less than threshold of analyst responses (20%)

53	Andrew White	Gartner
54	Donald Feinberg	Gartner
55	Donna Scott	Gartner
56	Mark Beyer	Gartner
57	Judith Hurwitz	Hurwitz & Associates
58	Alys Woodward	IDC
59	Brian McDonough	IDC
60	Carl Olofson	IDC
61	Lisa Rowan	IDC
62	Mary Johnston Turner	IDC
63	Mary Wardley	IDC
64	Casey Talon	IDC Energy Insights
65	Mike Ferguson	Intelligent Business Strategies
66	Helena Schwenk	MWDAdvisors
67	Amy L. Gurchensky	NelsonHall
68	Gary Bragar	NelsonHall
69	Hyoun Park	Nucleus Research
70	Rebecca Wettemann	Nucleus Research
71	Stephen O'Grady	RedMonk
72	Sue Feldman	Synthesis
73	Andy Hayler	The Information Difference
74	Mark Smith	Ventana Research