

- ④ **Based On KCG's Syndicated Analyst Perception Audit (SAPA)**
 - Annual program over five technology categories
 - Approved by the analyst firms including Gartner, Forrester and IDC
 - Multiple touches to maximize response
 - Using Question Pro online survey tools
- ④ **Filter out programs receiving few scores**
 - 25-50 analysts per sub category scoring each vendor
 - Requirement of 50% response to qualify for an award
- ④ **Average the five key program effectiveness scores**
 - Access to Executives
 - Quality and Availability of References
 - Efficacy of Communications
 - Responsiveness
 - Overall effectiveness