

KCG 2013 SOFTWARE MAP Report - INFORMATION MANAGEMENT

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 in THIS segment	% of analysts that shortlist that have shortlisted THIS vendor in last 3 months	% of analysts responding that are Likely or Very Likely to shortlist vendor	net year on year increase or (decrease) in percentage of analysts that would shortlist vendor	

INFORMATION MANAGEMENT SEGMENT	3.49	6.69	6.25	5.82	6.96	6.59	1.48	10.55	30%	51%	14%
SOFTWARE SAPA AVERAGE	3.54	6.66	6.25	5.83	6.91	6.56	1.49	9.80	29%	51%	13%

Analysts participating	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
Vendor	34											
CA	31	4.52	7.00	6.06	5.18	7.26	6.86	1.59	20	40%	55%	37%
Dataflux	36	4.25	6.08	5.69	5.95	6.36	6.54	1.53	23	38%	48%	1%
HP	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
IBM	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
Informatica	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
Microstrategy	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
Oracle	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
QlikTech	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
SAP (Business Objects)	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
SAS	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%
Teradata	27	2.96	6.93	6.22	5.75	7.41	6.92	1.36	18	40%	51%	25%

ANALYSTS PARTICIPATING

Analyst	Firm
1 John Able	Able consulting
2 Ralph Rio	ARC Advisory Group
3 Katherine Jones	Bersin by Deloitte
4 Wayne Eckerson	BI Leadership Research
5 Philip Howard	Bloor Research
6 Jane Clabby	Clabby Analytics
7 R 'Ray' Wang	Constellation Research, Inc.
8 Shawn Rogers	Enterprise Management Associates
9 Brian Hopkins	Forrester
10 Connie Moore	Forrester
11 Holger Kisker	Forrester
12 Mike Gilpin	Forrester
13 Mike Gualtieri	Forrester
14 Phil Murphy	Forrester
15 Andrew White	Gartner
16 Bhavish Sood	Gartner
17 Bill O'Kane	Gartner
18 Debra Logan	Gartner
19 Donald Feinberg	Gartner
20 Joseph Feiman	Gartner
21 Mark Beyer	Gartner
22 Regina Casonato	Gartner
23 Sheila Childs	Gartner
24 Judith Hurwitz	Hurwitz & Associates
25 Carl Olofson	IDC
26 Liisa Rowan	IDC
27 Casey Talon	IDC Energy Insights
28 Mike Ferguson	Intelligent Business Strategies
29 Helena Schwenk	MWDAdvisors
30 Hyoun Park	Nucleus Research
31 Stephen O'Grady	RedMonk
32 Sue Feldman	Synthesis
33 Andy Hayler	The Information Difference
34 Mark Smith	Ventana Research

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

Ceridian
Cornerstone
Ultimate Software
Workday
ADP
BMC
Northgate Arinso