

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

SAAS/BPO SEGMENT AVERAGE	3.54	6.66	6.25	5.83	6.91	6.56	1.49	9.80	29%	51%	13%
SOFTWARE SAPA AVERAGE	3.54	6.66	6.25	5.83	6.91	6.56	1.49	9.80	29%	51%	13%

Analysts Responding		27										
Vendor	Count	IPQ	AE	REF	EFF	RESP	OE	PRO	3 MOS	%3 MOS	LTS	YOY
IBM	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%
Oracle	30	3.67	7.67	6.97	6.66	8.00	7.59	1.68	17	30%	54%	16%
SAP (Business Objects)	15	3.07	6.13	5.60	5.69	6.94	6.50	1.60	5	18%	40%	26%
ADP	9	2.56	5.67	7.13	5.60	6.00	5.30	1.38	4	25%	45%	0%
Ceridian	12	3.00	7.58	6.58	6.62	7.38	7.58	1.36	7	30%	56%	44%
Northgate Arinso	10	4.00	7.50	6.40	5.64	6.73	6.27	1.67	5	28%	33%	0%
SAS	13	3.31	5.46	5.77	4.92	6.00	5.70	1.33	2	21%	75%	0%
Informatica	21	3.95	6.52	6.20	6.17	7.27	6.41	1.33	12	29%	55%	4%
Workday	12	3.08	7.00	6.08	5.83	7.17	6.83	1.42	3	26%	50%	0%

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 Jane Clabby	Clabby Analytics
6 R 'Ray' Wang	Constellation Research, Inc.
7 Shawn Rogers	Enterprise Management Associates
8 Katrina Menzigan	Everest Group
9 Rajesh Ranjan	Everest Group
10 Connie Moore	Forrester
11 Holger Kisker	Forrester
12 Tim Harmon	Forrester
13 Bill Gassman	Gartner
14 Joseph Feiman	Gartner
15 Milind Govekar	Gartner
16 Morgan Yeates	Gartner
17 Phil Redman	Gartner
18 Thomas Otter	Gartner
19 Judith Hurwitz	Hurwitz & Associates
20 Lissa Rowan	IDC
21 Mary Wardley	IDC
22 Casey Talon	IDC Energy Insights
23 Amy L. Gurchensky	NelsonHall
24 Gary Bragar	NelsonHall
25 Rebecca Wettemann	Nucleus Research
26 Stephen O'Grady	RedMonk
27 Mark Smith	Ventana Research

Teradata

- Cornerstone
- QlikTech
- CA
- Ultimate Software
- Microstrategy
- BMC

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