

## Service Deliverables

The Marketwatch Service is available as an annual subscription that includes the following:

**Market Roundup** is a weekly wrapup and analysis of marketplace and governmental actions provided in a concise and insightful format directly to your email inbox.

**Instant Insight** is a fast-turnaround, in-depth analysis of critical marketplace events providing an assessment of the news, and its impact on key competitors and the marketplace as well as end-users at large.

**Strategy Review** is a nominally six- to ten-page quarterly publication focused on appraising a select company's market or product strategies, investments, and competitive positioning.

**Competitive Review** is a nominally six- to ten-page report focused on the competitive landscape of a market segment that reviews how Sageza believes current market factors will drive deployment, end-user perspectives, technology issues, and future user behavior.

**24/7 access** is available to all Sageza publications stored on our searchable online archive.

**Analyst Direct Inquiry** provides easily accessible expert advice and opinion on a variety of important competitive topics by telephone or email.

**Priority Access Briefing** sessions deliver objective feedback and advice on your product and corporate announcements.

Half-day **Strategy Sessions** with a Sageza analyst allow you to delve deep into competitive issues and positioning requisites for your firm's competitive advantage and success.

## Marketwatch Service

*Business Intelligence insights into emerging key market and technology trends affecting Enterprise IT Infrastructure vendors in North America and Europe. The focus is on the IT infrastructure, and network computing technologies marketplace. The main areas of coverage include:*

- ◇ *Data storage and storage-related technologies*
- ◇ *Infrastructure technologies including new platform hardware, SaaS, consolidation, and grid computing*
- ◇ *Operating systems and open source systems*
- ◇ *Connectivity and middleware software*
- ◇ *Systems and infrastructure management*
- ◇ *Security and compliance risk factors and issues*
- ◇ *Services and outsourcing solutions*
- ◇ *Wireless and handheld connectivity*

## The Sageza Group, Inc.

Forward-looking analysis and insight for IT infrastructure companies and their partners.

Systems.  
Servers.  
Storage.  
Software.  
Security.  
Services.

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## Pricing and Distribution

### Standard Marketwatch Service

5 inquirers, 15 seats

### Enhanced Marketwatch Service

5 inquirers, 15 seats; 1 Strategy Planning Session

### Enterprise Marketwatch Service

10 inquirers, unlimited seats; 3 Strategy Planning Sessions

*All Marketwatch subscriptions include a 15% discount on additional consulting services.*

## Additional Services

- ◇ **Go-To-Market** service providing direct support for initiatives targeted at enterprise customers and partners.
- ◇ **Custom Primary Research** available through panel surveys, telephone interviews, tracking studies, etc.
- ◇ **White Papers**
- ◇ **Private Analyst Conferences**
- ◇ **Partner Evaluation**
- ◇ **Strategy Planning Sessions**

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# Client Benefits

## Business Development and Sales Support

- ◇ Sageza analysts and research reports help you build credible business plans and develop more reliable forecasts.
- ◇ We analyze industry behaviors that assist you with your go-to-market strategies.
- ◇ Our extensive relationship with the media allows us to deliver credible positioning, quotations, and references on your behalf.
- ◇ Direct access to our online research library and analysts provides critical realtime decision-making support for your business planning process.
- ◇ Sageza's insight into enterprise purchase criteria and technological trends provide clients a competitive edge in the quest to develop new market opportunities.

## Competitive Analysis

- ◇ Our proactive analyses, insights, and periodic reports help you better understand the positioning of your competitors.
- ◇ Our publications provide actionable insight to help you recognize and identify key trends more rapidly and to take decisive action.
- ◇ Sageza analysts provide honest feedback as an independent sounding board to validate or test your own competitive positioning.

## Marketing Influence

- ◇ Sageza analysts are frequently quoted in leading newspapers, trade publications and broadcast media. Our publications are regularly distributed to over 400 members of the press in North America and Europe.
- ◇ Our corporate blogs offer public access to our views for end users, channel partners, and other ecosystem participants.
- ◇ Our participation in independent analyst portals and communities provide end users, channel partners, and other ecosystem participants select access to our research and analysis as well as an opportunity to engage in discussion with knowledgeable industry analysts.
- ◇ Sageza analysts act as references for your firm's marketing initiatives and provide quotes or other attributions for your interactions with the media, developers, and other end-user communities to help you better explain your competitive position and its advantages.

*The Marketwatch Service is an invaluable business planning tool designed for product managers and marketing executives who need to know more than just what has happened recently in the Enterprise IT industry. This service delivers important news analysis and research to your email inbox while providing interactive access to our analytical and consultative staff.*

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