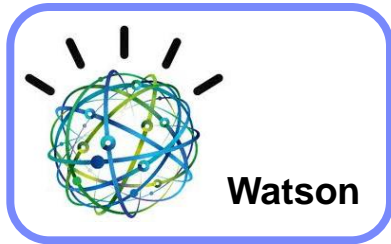
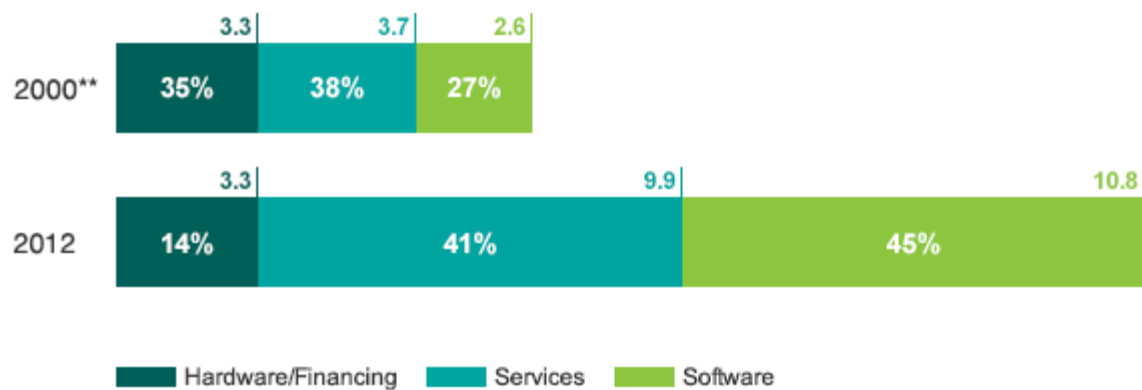


Druhy informační podpory v IT korporaci



Struktura služeb a produktů

Segment Pre-tax Income*
(\$ in billions)



* Sum of external segment pre-tax income not equal to IBM pre-tax income.

** Excludes Enterprise Investments and not restated for stock-based compensation.
2000 Segment PTI is reclassified to conform with 2012 presentation.

Zdroj: 2012 Annual Report - <http://www.ibm.com/annualreport/2012/ghv/>

Informační profese

Knowledge Analyst / Marketing

Content management / Marketing

Market analyst / Marketing

Uživatelé informačních produktů a služeb

Sales teams + Partner network

Marketing + Executives

Technical specialists

PR, Analyst relations

Research

HR, Procurement, Finance departments

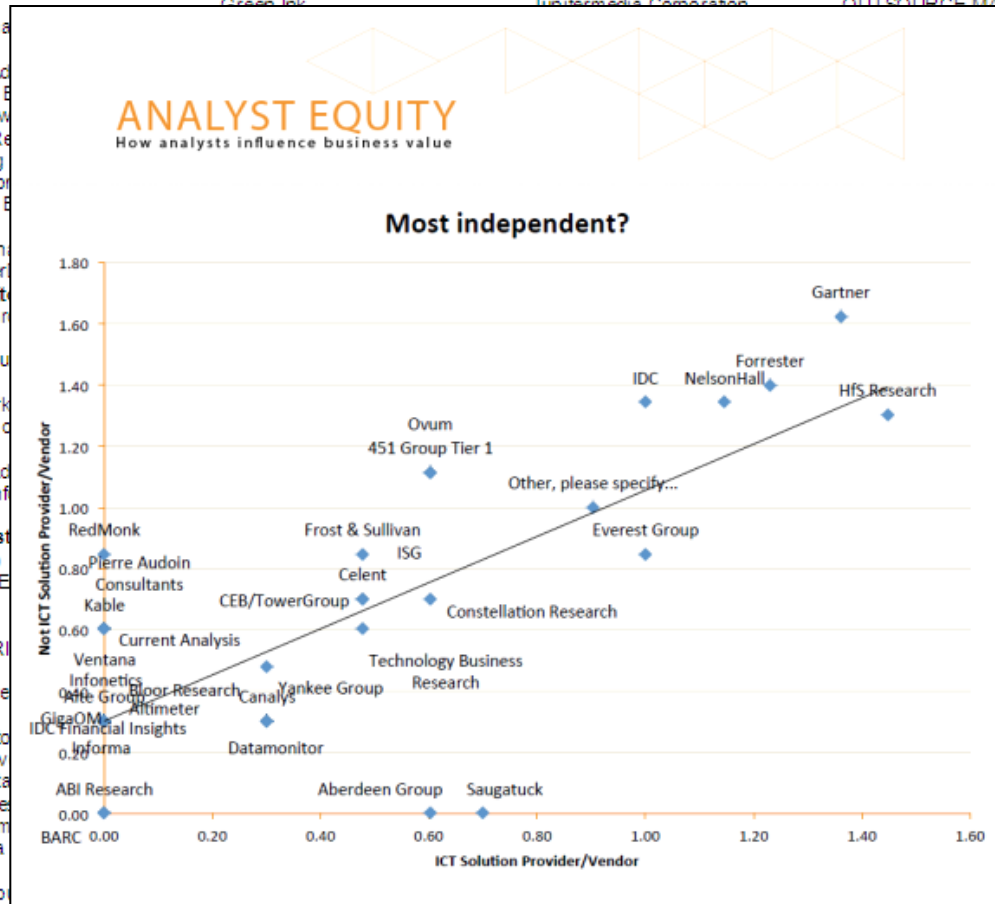
Jak informace k uživatelům nejlépe dopravit ?

→ **Portály, databáze (interní, externí), řešerše, alerty, social media (interní sociální síť)**

Databázové informační zdroje

- 451 Research
- A.M. Best
- Aberdeen Group Inc.
- ABI Research
- ACM Inc - Association for Computing Machinery
- A-connect (US)
- Advertising Research Foundation
- Aite Group
- Alinean
- Amazon Consulting (newly PartnerPath)
- American Marketing Association
- AMI Partners
- AMR Research
- Analysis Mason
- APQC
- ARC Advisory Group
- automation Anywhere
- Aviation Week
- Axco
- Best Practices LLC
- BI Intelligence
- Billian's Healthdata
- Bloomberg
- Bloor Research
- BoardEx
- Brand Logic
- BRG dba Competitive Intelligence Services
- Brunetti & Associates
- Bureau van Dijk**
- Burton Group
- Business Insights
- Business Monitor**
- Cabot Partners
- Cambashi
- Cambridge Healthtech Institute
- Canalys
- Capital IQ (division of S&P)**
- Castillo Network Solutions
- CEA Consumer Electronics Association
- Celent
- Center for Digital Education/Government CGLA

- CIMdata
- Cisco
- Clabby Analytics
- CMS
- Cognyst Advisory
- Computer Business Review
- Computerworld
- Conning Research
- Consulting
- Converseon
- Corporate Business Review
- Coughlin
- Current Analysis
- Datacenter Intelligence
- Datamonitor**
- Dell'Oro Group
- Deltek
- Deltek/Inputs
- Dialog
- Direct Marketing
- Directions & Distance
- Dongarra
- Dun & Bradstreet
- EBSCO Information Services**
- Economist Unit (EIU)**
- Elsevier - Elsevier Analytics
- Village
- eMarketer
- ENTERPRISE ANALYTICS
- Equipfax
- Infonetics
- Infiniti Group
- ESG - Enterprise Strategy Group
- Altimeter
- Euromonitor
- Evaluations
- Evans Data
- Everest Re
- ExecComm
- ExplorAsia
- Factiva**
- Federal Source
- FERI
- IDERI
- First Research**
- FocusEcon
- Forrester Research**
- Frost & Sullivan**
- Gartner Group**
- Gerson Lehrman Group
- GigaOm



Source: 2013 Analyst Value Survey
Sample: 352 buyers, providers, investors and journalist consumers of research

Copyright Kea Company 2013

- Supplier Corporation
- IT Database
- IT Europa
- Guideline - new name for FIND/SVP
- Ostoya
- Tech Buyer Perceptions
- Technology Business Research Inc.**

- Outsell Inc.
- OUTSOURCE MARKETING
- TekPlus
- The 451
- The Ariel Group
- The Conference Board
- The Linley Group
- The Radical Group
- The Real Story Group
- Thomas Financial Limited
- Thomson Reuters**
- Thomson Reuters Scientific
- Tom Swift Marketing
- TowerGroup
- UBM TechWeb
- Headquarters
- Valley View Ventures
- Ventana
- Venture Development Corporation
- Verdantix
- Viewpoint Research
- Visiongain
- VSA Partners
- Wainhouse Research
- Wintergreen
- WOMMA - Word Of Mouth Marketing Associations
- World Bank
- World Business Council for Sustainable Development
- WSTS Inc.
- Yankee Group
- ZapThink

451 Research
 A.M. Best
 Aberdeen Group Inc.
 ABI Research
 ACM Inc - Association for Computing Machinery
 A-connect (US)
 Advertising Research Foundation
 Aite Group
 Alinean
 Amazon Consulting (newly PartnerPath)
 American Marketing Association
 AMI Partners
 AMR Research
 Analysis Mason
 APQC
 ARC Advisory Group
 automation Anywhere
 Aviation Week
 Axco
 Best Practices LLC
 BI Intelligence
 Billian's Healthdata
 Bloomberg
 Bloor Research
 BoardEx
 Brand Logic
 BRG dba Competitive Intelligence Services
 Brunetti & Associates
Bureau van Dijk
 Burton Group
 Business Insights
Business Monitor
 Cabot Partners
 Cambashi
 Cambridge Healthtech Institute
 Canalis
Capital IQ (division of S&P)
 Castillo Network Solutions
 CEA Consumer Electronics Association
Celent
 Center for Digital Education/Government
 CGLA

CIMdata
 Cisco
 Clabby Analytics
 CMS
 Cognyst Advisors
 Computer Economic Inc.
 Computerwire
 Conning Research & Consulting
 Converseon
 Corporate Executive Board
 Coughlin
 Current Analysis
 DatacenterDynamics
Datamonitor Inc.
 Dell'Oro Group
 Deltek
 Deltek/Input
 Dialog
 Direct Marketing Association
 Directions on Microsoft
 Dongarra
 Dun & Bradstreet
EBSCO Information Services
Economist Intelligence Unit (EIU)
 Elsevier - Engineering
 Village
 eMarketer
 ENTERPRISE STRATEGY
 Equifax
 ESG - Enterprise Strategy Group
 Euromonitor
 Evalueserve
 Evans Data Corporation
 Everest Research Institute
 ExecComm
 ExplorAsia
Factiva
 Federal Sources
 FERI
 IDC
First Research
 FocusEconomics
Forrester Research Inc.
Frost & Sullivan
Gartner Group
 Gerson Lehrman Group
 GigaOm

Global Insight
 Green Ink
 Greenwich
 Guided Insights
 Harris Interactive
 Harte Hanks
 Hedge Fund Research
 HIMSS Analytics
Hoovers
 Horses for Sources
 Hurwitz
 Chandler Group
 Channel Corp
 Chartwell
 Chemical Abstracts Service - STN International



Partners International)
 Info-Tech Research Group
 Infotrieve
 INPUT
 Insight Research Corporation
 INSPEC via Thomson
 Scientific Web of Knowledge
 In-Stat/MDR
 Insurance Intelligence Center
 Interactive Tract
 IntraLinks, Inc.
 iPr
iProfile
ISI Emerging Markets
 iSuppli Corporation
 IT Database
 IT Europa

Jigsaw
 Jupitermedia Corporation
 Kable
 Kantar Retail
Kennedy Consulting
 Ketchum
 KLAS
 KS&R
Lexis Nexis
 Light Reading
 Management Ventures Inc.
 Manpower
 MAPS
 Maravedis
 MarketBridge
 Marketing Science Institute



Netprospex
 Newton-Evans
 Northern Light
 Novarica
 Nylink/SUNY OCLC
 OCLC Openly Informatics (WorldCat Link Manager)
 Olson Zaltman Associates
 OMAI Outsourcing Marketing Associates
OneSource Information
 Service Inc.
 Open Sesame
 ORation Group
 ORC
 ORC International (recently Guideline - new name for FIND/SVP)
 Ostoya

Outsell Inc.
 OUTSOURCE MARKETING
Ovum - ICT Profiler
Ovum Ltd
Oxford Economic Forecasting
 Patricia Seybold Group
Pierre Audoin Consultants
Pike Research
 Planet Retail
 Platts
 Plunkett Research
 RADICATI
 Renaissance Group Inc.
 Reportlinker
 Research2Guidance
 Research & Markets
 Retail Forward
 RETAIL SYSTEMS
 Ronin
 RR Donnelley - Global Outsourcing (Office Tiger)
 SAI
 SALESQUEST
 SalesQuest - CRUSH
 Reports
 SAS
Saugatuck Technology Service
 Sherlock
 SHI
 SiriusDecisions
 SirsiDynix
 Smart Grid Today
 Society for Benefit Cost Analysis
 Software Strategies
 Springboard Research
 SRI International
 Standard & Poors
 Stratascope
 STRATEGIC ANALYSIS
 Summit Strategies Inc
 Synovate
 SYPartners
 Tabb Group
 Tableau Software
 Taneja Group
 Tech Buyer Perceptions
Technology Business Research Inc.

TekPlus
 The 451
 The Ariel Group
 The Conference Board
 The Linley Group
 The Radicati Group
 The Real Story Group
 Thomas Financial Limited
Thomson Reuters
 Thomson Reuters Scientific
 Tom Swift Marketing
 TowerGroup
 UBM TechWeb
 Headquarters
 Valley View Ventures
 Ventana
 Venture Development Corporation
 Verdantix
 Viewpoint Research
 Visiongain
 VSA Partners
 Wainhouse Research
 Wintergreen
 WOMMA - Word Of Mouth Marketing Associations
 World Bank
 World Business Council for Sustainable Development
 WSTS Inc.
 Yankee Group
 ZapThink

Competitive intelligence

Co potřebují vědět sales?

Kdo jsou potenciální klienti a jaký mají rozpočet na IT?

Kdo má u klienta autoritu učinit rozhodnutí o případném nákupu, jak ho kontaktovat?

Jak s ním navázat konverzaci, s jakými problémy se potýká?

Jaký produkt nabídnout?

V čem je náš produkt/služba lepší než konkurence?

Jak demonstrovat hodnotu našeho produktu?

Gartner:

„By 2020, one in three knowledge workers will be replaced by enterprise owned smart machines they trained.“

