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2020 ANALYST FIRM AWARDS HOW THE ANALYST VALUE SURVEY SPOTLIGHTS ANALYST EXCELLENCE

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We'll be starting shortly.

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2020 ANALYST FIRM AWARDS HOW THE ANALYST VALUE SURVEY SPOTLIGHTS ANALYST EXCELLENCE

Dr. Teea Palo
Co-director, Analyst Observatory
University of Edinburgh Business School

Duncan Chapple
Head of Analyst Relations
CCgroup PR



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Film about the Analyst Value Survey bit.ly/AVSfilm

2019 Analyst Value Survey results: bit.ly/2019AVSwebinar



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- **CCgroup PR**, the insight-driven tech PR consultancy, is the sponsor of the 2020 Analyst Firm Awards. Visit it at ccgrouppr.com
- The Analyst Observatory gratefully acknowledges the support of the UK's **Economic and Social Research Council**.

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INSIGHT-DRIVEN TECH PR



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and Social
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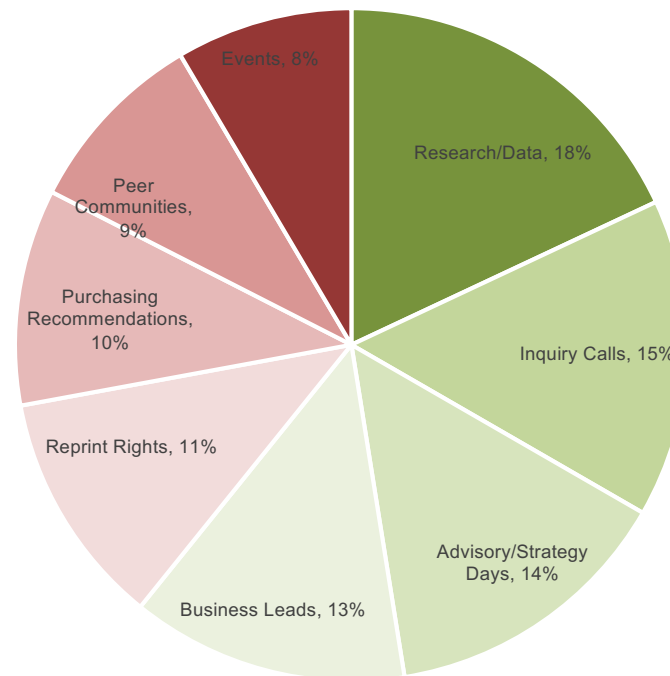
Introduction

- The Analyst Firm Awards celebrate the value created by analyst firms for their users
 - Uses the annual Analyst Value Survey data, conducted by the Analyst Observatory at the University of Edinburgh Business School
 - Analysts' users are asked
 - Which topics they use analysts for
 - Which are analysts' valuable services
 - Which firms are most valuable for each service



PARTICIPANTS ARE
ASKED WHICH FIRMS
ARE MOST VALUABLE
IN PROVIDING THESE
EIGHT SERVICES

Four major use cases grow in value





Method

- Data segmented into categories defined by coverages
 - All the valid responses from users selecting one or more topic in that category are used
 - The value of each service to users in that category is calculated.
 - Those values are used to weight the responses of users about which firms they value the most
 - New: Multi-category selection is now accounted for
 - E.g. 2 categories = 50% weight; 10 categories = 10% weight
 - Firms are ranked by the total value created
- Survey method at analystvaluesurvey.com/methodology/



Notes on exclusions and inclusions

- Some responses excluded
 - Duplicates & ineligible responses from analyst staff
 - Survey platform automatically detects low-quality responses, such as straight-lining and null returns
- Some previously excluded options are now shown
 - Deloitte & KPMG longer excluded
 - ‘Other’ write-in option now shown to reflect long-tail
- Constellation Research has asked to be excluded
 - It would not have qualified for an AFA in 2020 or 2019



Three groups of Analyst Firm Award winners

Some firms have notably **more** awards than in 2019; other have notably *fewer*

Top group

In most categories

Forrester Research

Gartner

IDC

451 Research

Omdia: Ovum

Everest Group

Second group

In two or three

ARC Advisory Group

Deloitte

HFS Research

Analysys Mason

G2 Research

KPMG

Omdia: Informa Tech

Third group

In one

Aragon Research

CCS Insight

Dell'Oro Group

EMA

GlobalData

GSMA Intelligence

ISG

Juniper Research

KuppingerCole

Omdia: IHS Markit

Informa rebranded its tech research brands as Omdia in 2020. To aid recall we have asked 2020 participants about those legacy brands



Two levels of Analyst Firm Award winners

- **Platinum**

- The analyst firms producing most of the value created by analyst firms for users
- Typically, the top five firms produce collectively half of all the analyst value in that category

- **Gold**

- The next most valuable firms
- Taken together, the Platinum and Gold winners typically produce around two-thirds of all the value created by analyst firms in that category



New this year: adopting the “**Hidden Champions**” methodology

- Hidden Champions
 - Are highly-valued by participants with focus
- During 2019 we tested an alternative approach
 - Puts **extra weight on intensive users**, those whose use is focussed in fewer coverage areas
 - Puts **less weight on extensive users** who use research across a wide range of coverage areas
 - 2020 results are highly consistent with 2019 Hidden Champions data



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CYBERSECURITY ANALYST FIRM AWARDS



CYBERSECURITY

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COVERAGE AREAS IN THIS CATEGORY

Cybersecurity

- Governance
- Information Security
- Privacy
- Security



Analyst Firm Awards winners

Platinum

- Gartner
- IDC
- Forrester Research
- Omdia: Informa Tech
- Other - Write In

Gold

- 451 Research
- Omdia: Ovum
- ARC Advisory Group
- HFS Research
- Everest Group



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AI & Analytics Analyst Firm Awards



AI & ANALYTICS

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COVERAGE AREAS IN THIS CATEGORY

- AI
- Analytics
- Business Intelligence (BI)
- Data Analytics



2019 AI & Analytics Analyst Firm Awards winners

Platinum

- Gartner
- Forrester Research
- IDC
- ARC Advisory Group
- G2

Gold

- Other - Write In
- 451 Research
- HFS Research
- Omdia: Ovum
- Deloitte



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Enterprise Tech Analyst Firm Awards



ENTERPRISE TECH

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COVERAGE AREAS IN THIS CATEGORY

Enterprise Tech

- Automotive
- Cloud Computing
- Data Center
- Emerging Technologies
- Healthcare
- IT Services
- Manufacturing
- Outsourcing
- Retail Technology
- Server
- Sourcing



Enterprise Tech Analyst Firm Awards winners

Platinum

- Gartner
- Forrester Research
- IDC
- Omdia: Informa Tech
- ARC Advisory Group

Gold

- Other - Write In
- 451 Research
- Everest Group
- KPMG
- Enterprise Management Associates



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Fintech Analyst Firm Awards



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COVERAGE AREAS IN THIS CATEGORY

Fintech

- Asset Management
- Capital Markets
- Digital Banking
- Financial Services
- Investment
- Payments
- Risk Management



Analyst Firm Awards winners

Platinum

- Gartner
- Forrester Research
- IDC
- Other - Write In
- Aragon Research

Gold

- 451 Research
- KuppingerCole
- KPMG
- Deloitte
- Everest Group



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Internet of Things Analyst Firm Awards



IOT

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COVERAGE AREAS IN THIS CATEGORY

Internet of Things (IoT)

- M2M (Machine to Machine)
- Smart Home



Analyst Firm Awards winners

Platinum

- Gartner
- Forrester Research
- IDC
- ISG
- Other - Write In

Gold

- 451 Research
- GSMA Intelligence
- Omdia: Ovum
- Everest Group
- HFS Research



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MediaTech
Analyst Firm Awards



MEDIATECH

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COVERAGE AREAS IN THIS CATEGORY

MediaTech

- Digital Media
- Gaming
- OTT
- TV
- Video



Analyst Firm Awards winners

Platinum

- Gartner
- Forrester Research
- IDC
- 451 Research
- Omdia: Ovum

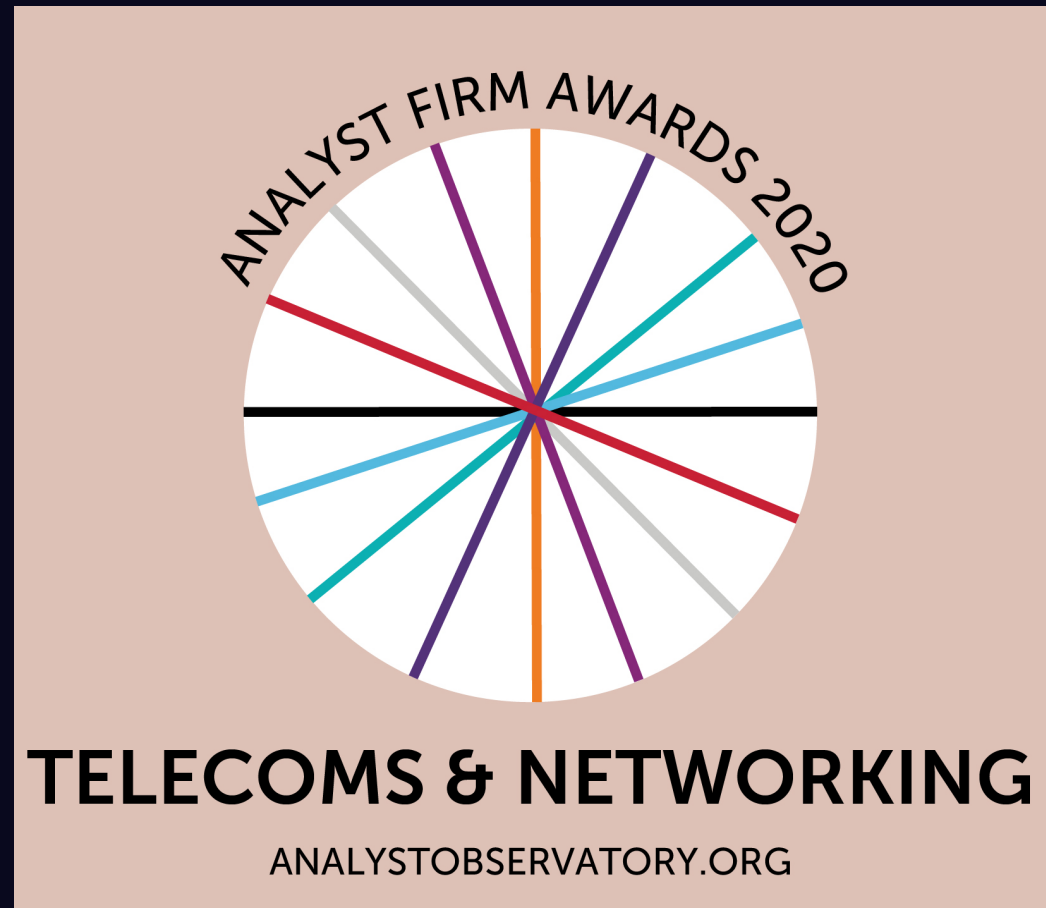
Gold

- Juniper Research
- CCS Insight
- Analysys Mason
- Other - Write In
- Deloitte



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Telecoms & Networking Analyst Firm Awards



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COVERAGE AREAS IN THIS CATEGORY

Telecoms & Networking

- 5G
- Mobile
- Mobile Devices
- SDN
- Telecom



Analyst Firm Awards winners

Platinum

- Gartner
- IDC
- Forrester Research
- Omdia: Ovum
- Other - Write In

Gold

- Omdia: IHS Markit
- Dell'Oro Group
- G2
- Analysys Mason
- GlobalData



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**QUESTIONS AND
COMMENTS?**

EMAIL US ANY TIME AT
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