

Analyst Connect introduces Asia/Pacific technology vendors to influential US analysts

Breaking new ground in technology marketing services, Lighthouse Analyst Relations has introduced a program which aims to give early stage technology vendors from the Asia/Pacific region the same opportunity as their US competitors - getting on to the radar screens of the influential US IT industry analyst firms.

Called Analyst Connect, the service is intended to give non-US vendors the opportunity to get their message across to the analysts who heavily influence US customer technology purchasing decisions, in the same way that US vendors have been doing for years. Lighthouse will help vendors shape marketing messages and introduce them to leading IT analysts who track and measure key market segments.

So many Asia/Pacific technology vendors miss out on sales opportunities because they underestimate the enormous amount of influence that analysts have on the majority of large technology sales in the US, or because they don't know how to get their message across to the analysts who have the most influence on their customers and prospects, said Dave Noble, managing principal, Asia/Pacific, for Lighthouse Analyst Relations.

Many vendors also don't understand that the most important analysts in their segment may not always work for the largest research firms. With our extensive knowledge of the US analyst community, we can ensure our clients speak to the most influential opinion leaders, not just the most visible analysts, said Ed Gyrko, managing principal, Americas, for Lighthouse Analyst Relations.

Experienced Lighthouse analyst relations professionals will work with Asia/Pacific technology vendors to help them structure presentation materials specifically to meet the information needs of IT analysts, and set up briefings with selected analysts who are considered key influencers of customer buying behaviour in target markets.

The Analyst Connect program combines Lighthouse's deep knowledge of the US and Asia/Pacific technology markets and the analyst communities which track them. The service is intended to provide early stage vendors with the opportunity to test their product positioning and marketing messages before stepping up to a higher level of market and analyst communication.

About Lighthouse Analyst Relations

Lighthouse Analyst Relations is the only global industry analyst relations consultancy, with experts in the US, Europe and the Asia-Pacific region. Our dedicated AR team only hires experienced AR professionals and former analysts. With our support, your company can build trusting and powerful relationships with the market analysts who advise your customers and influence sales.

About Dave Noble

With experience as both an analyst and an analyst relations professional, Dave Noble has a unique combination of practical experience, knowledge and contacts which positions him as the leading exponent of analyst relations services in the Asia/Pacific region.

As an independent AR consultant, Dave developed the benchmark Understanding the Influencers measurement of IT analyst relations effectiveness, as well as providing strategic guidance, program development and communication training to senior executives of a range of IT vendors in Australia and Asia.

Previously, he was responsible for analyst relations for Hewlett-Packard's enterprise systems business, where he developed, implemented and managed a best practice program which addressed analysts covering markets in 13 countries in the Asia/Pacific region. Before taking on that role, he held senior analyst, sales and management roles during 11 years at IDC Australia, a subsidiary of one of the world's leading IT analyst firms.

About Ed Gyrko

Ed Gyrko is a leading expert on brand-driven analyst relations and is the founding President of Lighthouse Analyst Relations. Ed has comprehensive experience of the context for analyst relations having founded one of the first AR consultancies in the US, developed programs for technology-driven companies, including Hewlett Packard, CoreMedia AG, Transat Technologies, Enterprise Air, GeoCities, Time Inc. New Media, JFAX, Fox News Internet Services, SOFTBANK Interactive Marketing and The New York New Media Association.

Aside from developing, training and speaking on industry analyst relations, Ed has been a guest lecturer for New York University's Continuing Education Program. He is a co-leader of New York New Media's Sales/Marketing special interest group.

A founding member of Edelman Worldwide's New Media Group, Ed was a pioneer in the development of branding high growth start-ups. He also worked as Chief Marketing Officer for Funding Post, the venture capital network. He was previously the first in-house Director of Public Relations at GeoCities, which was at the time the largest existing online global community. While at GeoCities, Ed's work was a contributing factor to the company's successful Initial Public Offering on the NASDAQ.

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