

STARTING SEPTEMBER 2010

Analyst Anytime™ Unlimited Inquiry Service

For: Client Review Only



INTRODUCING ANALYST ANYTIME™ UNLIMITED INQUIRY SERVICE

Starting September 1, 2010, Ars Logica will offer enterprises and vendors immediate responses to their pressing content-related technology and industry questions. The following provides an overview of Ars Logica's new inquiry subscription service:

Purpose

To provide enterprises unlimited inquiry access to Ars Logica for guidance on more than 35 of the leading content management systems. Inquiries typically cover all content-related topics and are commonly requests for education on content technologies, product updates, technology acquisition support, industry and technology trends, resource planning, and vendor claims.

Submission Process

Subscribers can submit questions by e-mail or by calling analysts directly. Our e-mail submission process ensures that more than one person at Ars Logica receives the request. We will confirm receipt of your inquiry immediately and guarantee a completion time.

Response Time

Response time is user-selectable. In cases of urgency, responses can be immediate. Typical response times are 24-48 hours. At the customer's request, responses will be provided either in writing or by phone.

Benefits of the Program

- Analyst Anytime™ provides precise responses to specific questions rather than offering blanket research that may only tangentially address clients' most pressing questions.
- Ars Logica is the only analyst firm that combines more than a decade of expertise covering content management vendors with actual hands-on testing of their products.

QUESTIONS

Please feel free to e-mail any questions about the Analyst Anytime™ unlimited inquiry service to Jeff Kimble at jeff@arslogica.com, or to call him directly at +1.617.947.3121.

EXPERTISE

Since the mid-1990's, Ars Logica founder Tony White has served as the lead analyst covering WCM/ECM at firms such as Giga Information Group (now Forrester Research), the Yankee Group, and the Gilbane Group. He has also held senior marketing roles at BroadVision and Interwoven, where he was responsible for market intelligence, competitive analysis, sales training for the Global Accounts salesforce, and external messaging to customers and analysts.

In addition to speaking at analyst, vendor, and end-user conferences across Europe, North America, Asia, and Australia, Tony has delivered competitive analyses to the sales forces of companies such as HP, IBM, and BEA. Software vendors engaging Tony for product development planning have included Adobe, EMC, Microsoft, Oracle, and others. Additionally, Tony has provided CMS product-selection guidance to companies and organizations such as AT&T, Lehman Brothers, AXA Insurance, Procter & Gamble, Starwood Hotels & Resorts, the State of California, and many others.